



# Privacy Policy

28.01.2026

Wenn Sie die Nachrichten-App der Süddeutschen Zeitung als SZ Plus-Abonnent nutzen, verarbeitet die Süddeutsche Zeitung GmbH Ihre personenbezogenen Daten. Mit dieser Datenschutzerklärung informieren wir Sie, wie und warum wir Ihre Daten verarbeiten und wie wir gewährleisten, dass sie vertraulich bleiben und geschützt sind.

Wenn Sie die Nachrichten-App nutzen, indem Sie nach dem Öffnen der App einen Vertrag mit Werbung abschließen bzw. abgeschlossen haben, finden Sie die in diesem Fall geltenden Datenschutzhinweise unter diesem Link: [https://datenschutz.swmh.de/sz-nachrichtenapps\\_vertragmitwerbung](https://datenschutz.swmh.de/sz-nachrichtenapps_vertragmitwerbung).

Data protection at a glance

## What data do we collect?

- Bestandsdaten (z.B. Namen, Adressen)
- Kontaktdaten (z.B. E-Mail, Telefonnummern)
- Inhaltsdaten (z.B. Eingaben in Onlineformularen)
- Zahlungsdaten (z.B. Bankverbindungen, Rechnungen, Zahlungshistorie)
- Vertragsdaten (z.B. Vertragsgegenstand, Laufzeit)
- Nutzungsdaten (z.B. besuchte Webseiten, Interesse an Inhalten, Zugriffszeiten)

Ihr Endgerät übermittelt bei der Nutzung des Service aus technischen Gründen automatisch Daten an unseren Webserver. Es handelt sich dabei unter anderem um

- Datum und Uhrzeit des letzten Zugriffs,
- Anzahl der abgegebenen Bewertungen, Marktplatzeinträge und App Starts,
- ausgewählter Standort,
- Geräte-Anmeldedaten (insbesondere Geräte-Typ und Betriebssystem, App-Version)
- eine eindeutige Nutzer ID pro Gerät und App Installation sowie
- Ihre zuletzt verwendete IP-Adresse.

## How do we collect the data?

Die Daten, die beim Herunterladen bzw. Aufrufen der Services anfallen, erheben wir automatisiert. Wir erfassen und speichern zudem die Informationen, die Sie eingeben oder uns in anderer Weise übermitteln, sowie durch den Einsatz von Cookies und ähnlichen Technologien.

## What do we use the data for?

### Bereitstellung der Inhalte

- Berechtigungen
- Cookie-ähnliche Technologien
- Technische Bereitstellung und Sicherheit

- Unbedingt erforderliche Technologie
- Artikel merken und Meine SZ
- Einbindung von externen Multimedia-Inhalten (Video, Audios, Kartendienste, Twitter, Instagram, etc.)
- Kommentare
- Registrierung
- Liveticker
- Podcasts und Videos
- Profile mit nutzerbezogenen Informationen
- Push-Nachrichten
- Spiele
- Teilen von Inhalten

### **Produktoptimierung**

- Weiterentwicklung der Nutzerfreundlichkeit
- Nutzungsanalyse

### **Kommunikation**

- Kontakt und Kommunikation

### **Werbung für unsere eigenen Produkte**

- Marketing für eigene Produkte
- Newsletter
- Gewinnspiele und Quizze

### **Werbung durch Dritte**

- Eigenvermarktung von Anzeigen
- Fremdvermarktung durch Dritte

## **Do we share data?**

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

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

## **Do we transfer data to third countries?**

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

## **How do we secure the data?**

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

However, we would like to point out that, due to the structure of the Internet, it is possible that the rules of data protection and the above-mentioned security measures may not be observed by other persons or institutions outside our area of responsibility. In particular, unencrypted

data disclosed, e.g., by email, may be read by third parties. We have no technical influence on this.

## What rights do you have?

- Information
- Deletion
- Correction
- Objection

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

Eine Übersicht aller von uns eingesetzten Tools sowie eine Widerrufsmöglichkeit erhalten Sie, wenn Sie im Menü auf Datenschutz-Einstellungen klicken.

You will find detailed data protection information below.

## How we make our content available to you

## Berechtigungen

Diese App kann auf folgende Funktionen Ihres Handys zugreifen:

- Auf alle Netzwerke zugreifen
- Netzwerkverbindungen abrufen
- Ruhezustand deaktivieren
- Play Install Referrer API
- WLAN Verbindungen abrufen
- beim Start ausführen
- Internetdaten erhalten

<b>Funktion</b>	<b>Zweck</b>
Netzkommunikation: Daten aus dem Internet abrufen	Notwendig für Google Cloud Service
System Tools: ruhezustand des Tablets/Telefons deaktivieren	Notwendig für den Empfang von Push Meldungen bei aktiviertem Ruhezustand

## Cookie-ähnliche Technologien

Wir verwenden Cookie-ähnliche Technologien, um Ihnen das beste Erlebnis bei der Nutzung unserer digitalen Angebote zu bieten und um uns bei der Finanzierung zu unterstützen. Wir verwenden sie u.a. zur Sicherstellung der Funktionalität, zur IT-Sicherheit und Betrugsprävention, zur Nutzungsanalyse, um die Produkte optimieren zu können und für Marketing und Werbung.

Eine Übersicht über die verwendeten Technologien und Widerrufs- bzw. Widerspruchsmöglichkeiten finden Sie unter Datenschutz-Einstellungen im Menü.

Werden zur Verarbeitung Gerätekennungen oder andere personenbezogene Daten auf Ihrem Endgerät gespeichert oder abgerufen, erfolgt dies auf einer der Rechtsgrundlagen von Art. 6 DSGVO.

Um den von Ihnen ausdrücklich gewünschten Telemediendienst erbringen zu können, berücksichtigen wir darüber hinaus die Regelungen des § 25

Telekommunikation-Digitale-Dienste-Datenschutz-Gesetz (TDDDG), insbesondere die Erforderlichkeit nach § 25 Abs. 2 Nr. 2 TDDDG.

## **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).

### **Account takeover for troubleshooting**

If you contact us about an error in the operation of our digital service, we can take over your SZ account for a short time to identify and rectify the error so that we can trace the error and rectify it more quickly. This is only necessary for a few minutes in order to obtain information about the version, operating system, etc.

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.

## **Paid content model**

We have introduced a payment model for our online content, i.e. the content of our websites and apps is only made available for a fee. On the one hand, the conclusion of a contract is required for use, whereby the user has the choice of either paying a sum of money for a digital subscription or providing data. On the other hand, our paid content model provides that initially selected content or a certain number of articles can be accessed without prior conclusion of a subscription (so-called metering model) and then the content is restricted and only made available against payment of a sum of money or conclusion of a paid subscription. In addition, access to individual, exclusive "Plus" articles is only granted to subscribers.

The setting of cookies is absolutely necessary for this function, as otherwise it would not be possible for paying customers to access paid journalistic content.

If you have registered with us via [Login](#), these reading authorisations will be linked to the personal data in your user account.

## **Datawrapper**

We use Datawrapper (Datawrapper GmbH, Raumerstraße 39, 10437 Berlin) to create interactive charts from statistics. We do not store any personal data and do not perform any tracking. The transfer of the IP address, which is used solely for the provision of the service, and a cookie are essential for embedding and display. This data is only required for the technical implementation of the embedding and is deleted from all systems after a maximum of 24 hours.

## **Firebase Crashlytics**

Firebase Crash Reporting dient der Stabilität und Verbesserung der App. Dabei werden Informationen über das verwendete Geräte und die Nutzung unserer App gesammelt (beispielsweise der Zeitstempel, wann die App gestartet wurde und wann der Absturz aufgetreten ist), die es uns

ermöglichen, Probleme zu diagnostizieren und zu lösen. [Hier](#) finden Sie Informationen rund um die Funktionsweise von Crashlytics.

## Consent management

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

The data is stored for a maximum of 13 months.

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

Cookie	Purpose	Duration	Type
	the user's UniqueUserID		

## Deliver and present advertising

In order to display the adverts on our digital offers in the correct size and in a format supported by your device and to be able to redirect you to the corresponding target page when you click on the advert, we, our advertising marketers and the respective third-party provider process your IP address and information about your device type. This is an absolutely necessary technology, which is shown in the data protection settings under the special category "Provide adverts or content technically".

Name	Purpose	AdServer	Type
adnxs	Deliver ads	Xandr	Cookie
szdm_uxid	Deliver ads	AdSpirit	Cookie

## Bookmark article and My SZ

"My SZ" offers you the option of displaying content that interests you or that you want to remember. Once you have selected your favourite topics, we will show you articles from the selected subject areas or the articles you have bookmarked. This requires a [Login](#).

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

## AI-review of the year

When you enter a question, our SZ AI tool searches for suitable articles in the SZ article database, selects the five articles that best match the question and passes these together with the question to the language model (LLM, the actual AI). The LLM generates the answer exclusively from these articles. To improve the quality of future answers, we train the LLM with the questions you enter and the answers it receives. There is no personal reference here.

In order to be able to block requests that intentionally overload the system and to block users who deliberately want to force the AI to generate unethical or criminal statements, we analyse the questions entered and answers generated with the help of your SingleSignOn-ID (SSO-ID) on the basis of our overriding legitimate interest (Art. 6 para. 1 s.1 lit.f) GDPR) in protection against misuse. The SSO ID will be deleted after the purpose has been achieved, at the latest after four months.

## 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.

- **Bayerischer Rundfunk** (BR, Anstalt des öffentlichen Rechts, Rundfunkplatz 1, 80335 Munich). Further information on data protection can be found [here](#).
- **Meta Platforms** (Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland); weitere Informationen zum Datenschutz finden Sie [hier](#).
- **Instagram** (Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland); weitere Informationen zum

Datenschutz finden Sie [hier](#).

- **X** (Twitter International Unlimited Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland); further information on data protection can be found [here](#).
- **Spotify** (Spotify AB, Regeringsgatan 19, SE-111 53 Stockholm, Sweden). 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](#).

## Comments and contributions

We discuss the big topics of the day with you. You can write comments or other contributions. We use the Conversario tool from ferret go GmbH, Kadiner Str. 11, 10243 Berlin, Germany, both for publishing and moderating comments.

The first registration takes place exclusively via our login. For the comment function, we use a UID to identify you as a user, your e-mail address so that you receive notifications from the community and a nickname that is displayed in the comments. For legal reasons, we have to ask you to give us your real name when you register. Your real name does not have to appear above your posts - it is up to you whether you want to use a pseudonym on our site.

We collect and process the data you provide in order to be able to publish your comment as requested (Art. 6 para. 1 lit. b GDPR). In particular, we also need your e-mail address in order to contact you in the event of complaints about your comment or report and to give you the opportunity to respond (Art. 6 para. 1 lit. c GDPR).

The tool also supports us in moderating user comments on our social media sites. The analysis of user comments also serves to ensure compliance with the netiquette rules in the comment areas.

The following data is processed by Conversario:

- User name (e.g. Facebook name),
- user picture,

- comment text,
- date and time,
- user ID,
- comment ID

The legal basis for data processing in this case is Art. 6 para. 1 sentence 1 lit. f) GDPR and is carried out in our interest in detecting violations of our netiquette rules in advance and preventing publication in this case. Further information can be found in the [Conversario privacy policy](#).

You can change your data and delete it together with your comments by logging into the comment function and making the desired changes under Profile/Settings. There you also have the option of downloading your comment archive.

## **Liveticker**

We use software from our service providers tickaroo (Tickaroo GmbH, Waffnergasse 8, 93047 Regensburg) and Heim:spiel (HEIM:SPIEL Medien GmbH & Co. KG, Am Stadtgraben 48, 48143 Münster) for our live reporting. Your browser calls up the online news ticker directly from the servers of the service providers. Your IP address, date, time and URL of all accesses are stored for a maximum of four weeks. Tickaroo creates anonymised access statistics; it is no longer possible to assign them to individual users. For the statistics, a random token is generated in the browser, stored as a cookie and sent with every ticker call.

The storage of and access to information in your device is absolutely necessary and is carried out in accordance with Section 25 (2) TDDDG.

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

## **Podcasts**

Mit dem Ausspielen und Anzeigen von Podcasts und Videos haben wir Dienstleister beauftragt, die in unserem Auftrag und nach unserer Weisung ihre Dienste und Tools in unsere digitalen Angebote einbinden. Dabei werden die IP-Adresse und Geräteinformationen für das technische

Bereitstellen dieser Dienste sowie das Erheben statistischer Daten wie beispielsweise von Abrufzahlen verarbeitet. Diese Daten werden vor der Speicherung in der Datenbank anonymisiert oder pseudonymisiert, sofern sie für die Bereitstellung der Podcasts nicht erforderlich sind.

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

If advertisements and adverts from third parties are played in the podcasts, this will only take place with your consent (Art. 6 para. 1 sentence 1 lit. a) GDPR).

## **Profile mit nutzerbezogenen Informationen**

Wir analysieren, wie unsere digitalen Angebote genutzt werden und welche Inhalte von den Nutzern häufig gelesen werden. Dazu erheben wir pseudonyme Messdaten der Nutzer, mit denen wir sie in Interessengruppen (sog. Nutzergruppen) einteilen können. Einmal in Gruppen eingeteilte Nutzer erhalten entsprechend ihrer Nutzung bedarfsgerechte Inhalte und Angebote der Süddeutschen Zeitung angezeigt.

## **Push notifications**

If you allow push notifications, you give your consent to receive the notification and for the statistical analysis with which we can recognise whether and when our push notifications were displayed and clicked on (Art. 6 para. 1 sentence 1 lit. a) GDPR). This includes storing the time of registration and your browser ID or device ID.

Your data will be deleted as soon as you withdraw your consent.

You can revoke your consent at any time with effect for the future by clicking on the corresponding symbol in front of the address bar in your browser and deactivating the notifications.

Auf iOS-Geräten wird vor der ersten Nutzung der App die Berechtigung, Ihnen über Ihre Geräte-ID Push-Mitteilungen senden zu dürfen, abgefragt.

Auf Android-Geräten wird bei der Installation der App die Berechtigung, Ihnen über Ihre Geräte-ID Push-Mitteilungen senden zu dürfen, in den Einstellungen hinterlegt. Das Abstellen ist aktiv über die Funktion *Einstellungen* auszuführen.

## Registration

You can create a digital account (login) via our login systems, which you can use to log in to all of our digital services after your initial registration. Some offers can only be used if you have a login. When you log in, we use cookies in your browser to identify you.

## Data processing in detail

The following data is processed when a digital account is created:

<b>Data</b>	<b>Purpose of processing</b>	<b>Storage period</b>
Log-in data (email address, password)	Logging in or rejecting a user	Until account deletion or after two years if not used if not used after two years
Master data	Personal address	Until objection
Pseudonymous identifier	Link between user account and subscriber data and recognition of a user	Until end of contract
Opt-in data	Securing system operation and identification of the e-mail address	Three years
Subscription data	Query of reading authorisation	Until end of contract
Identification numbers	Prevention and analysis of misuse	Seven days

Data	Purpose of processing	Storage period
Usage data	Further development and optimisation of our digital products and subscription offers	Until revocation

If you do not log out after logging in and before leaving the website or app so that you do not have to log in again the next time you visit, you will remain logged in. If you are inactive, we will log you out after 20 days for security reasons.

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

Wir können Ihnen Informationen über ähnliche Produkte und Leistungen per E-Mail zusenden (§ 7 Abs. 3 UWG). Ein Widerspruch ist jederzeit durch Klick auf den Abmeldelink in der E-Mail oder unter [werbewiderspruch@sz.de](mailto:werbewiderspruch@sz.de) möglich.

You can delete your login yourself at [sz.de/abo](https://sz.de/abo) under "Login data" or request this. It will be deleted after two years of inactivity at the latest.

Once you have deleted your login, you will no longer be able to use any digital services that require a login. If you still have digital subscriptions with us that require a login, the login cannot be deleted before the end of the agreed subscription term. If you delete your login, this does not replace the written cancellation of a digital subscription.

If you have a digital account with us as a subscriber to the printed edition, you can delete your digital account or instruct us to do so, but you will then lose the associated functions such as the online subscription service.

## Pre-filled forms

We use the data stored in your profile (this may be data that you have actively added there during registration or at a later date, or data that you have entered as part of a previous order and which we automatically adopt when you place a new order) to facilitate the ordering or other processes by means of pre-filled forms (Art. 6 para. 1 sentence 1 lit. f) GDPR).

## My data

If you have concluded a subscription contract with us or have given your consent to advertising, we process the following data:

<b>Data</b>	<b>Data category</b>	<b>Processing purpose</b>	<b>Storage period</b>
Name, user name, customer number, e-mail address, password	login data	logging in or rejecting a user	until account deletion or after two years if not used
Name, title, customer number, subscription number	contract data	allocation to contract	10 years after conclusion of contract
telephone number	contact details	queries on fulfilment of contract	until end of contract
Postal address, telephone number, email address	contact data	advertising	until revocation or objection
delivery address, billing address*, forwarding address*	delivery data	contract fulfilment	upon conclusion of contract 10 years or until deletion
IBAN	payment data	payment of subscription	upon conclusion of contract 10 years
ID	subscription data	query of reading authorisation	until revocation or after two years if not used

Data	Data category	Processing purpose	Storage period
ID	Usage data	Further development and optimisation of our digital products and subscription offers	Until revocation or after two years if not used
DOI (IP address, time stamp, email address)	Opt-in data	Securing system operation, identification of the email address, proof of consent	Until revocation or after two years if not used
ID	Pseudonymous identifier	Link between user account and subscriber data and recognition of a user	Until revocation or after two years if not used
Date of birth*	Personal data	Birthday greetings	Until revocation

\*Voluntary information

## Games

Our digital services offer you the option of accessing digital puzzles directly from our services. For this purpose, your IP address is transmitted to the puzzle server of our service provider and stored in a system log file. We also save your score. The IP addresses are deleted after 10 days.

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

## **Sharing content**

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

## **How we optimize our products**

### **Further development of user-friendliness**

We use cookies and tracking tools to optimize our digital offerings based on your usage. To do this, we measure the development of reach and the use of content and functions, and use A/B testing to determine which variants users prefer.

### **Usage analysis**

We want to continuously develop and improve our products. To do this, we need to analyze usage. This serves to evaluate visitor traffic to our digital offerings and may include behavior, interests, or demographic information about visitors, such as age or gender, as pseudonymous values. With its help, we can see, for example, when our digital offerings are used most frequently or which functions are popular. This enables us to identify areas that need optimization.

In addition to usage analysis, we also use testing procedures to test different versions of our digital offerings or their components, for example, and to increase certain user actions or reactions if necessary.

For these purposes, profiles, i.e., data summarized for a usage process, are created and information is stored in a browser or on a terminal device and

read from it. The information collected includes, in particular, websites visited and elements used there, as well as technical information such as the browser used, the computer system used, and information on usage times.

The IP addresses of users are also stored. We use an IP masking procedure (i.e., pseudonymization by shortening the IP address) for your protection. In general, no clear data of users (such as email addresses or names) is stored in the context of web analysis, A/B testing, and optimization, but rather pseudonyms, so that neither we nor the providers of the software used, who act as processors for us, know the actual identity of the users.

## **Kilkaya**

To analyse the performance of our articles live, we use the analysis script from Kilkaya (Kilkaya AS, Åsveien 3, 1424 Ski, Norway). Kilkaya is an analysis tool that was specially developed for news sites with high traffic and helps us to optimise and prioritise our pages and articles. Kilkaya captures all traffic metrics in real time, such as page views, clicks, time spent on pages, unique users. The tool uses the IP address to establish the connection to the server and to be able to function technically. We use a user ID to count unique users. No further data is linked to this, so that you cannot be personally identified.

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

## **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.

## Wenn wir für unsere Produkte werben

### **Marketing for own products**

Um Ihnen Werbung für unsere eigenen Produkte zeigen zu können, nutzen wir Dienste von Werbepartnern oder kooperieren mit Werbepartnern und Werbenetzwerken (Remarketing). Diese setzen Cookies, Pixel oder ähnliche technischen Mittel ein, um Werbeanzeigen anzeigen und auswerten zu können.

Werbeanzeigen können dabei auf den jeweiligen Nutzer angepasst sein, indem beispielsweise Informationen des Browsers zur Nutzung (wie etwa besuchte Seiten, Besuchszeiten, Verweildauer) herangezogen werden. Aber auch nutzerbezogene Werbeeinblendungen sind möglich. Darüber hinaus können Auswertungen zur Reichweite oder zu Abrechnungszwecken in pseudonymisierter Form vorgenommen werden. Die Einzelheiten zu den eingesetzten Diensten, Kooperationspartnern und einzelnen Widerspruchsmöglichkeiten haben wir nachstehend für Sie dargestellt.

Diese Werbung erfolgt mit Ihrer Einwilligung (Art. 6 Abs. 1 S. 1 lit. a) DSGVO).

### **Adjust**

Wir nutzen die Nutzungsauswertungs- und Analysetechnologie Adjust.io der adjust GmbH, Saarbrücker Str. 36, 10405 Berlin. Adjust sammelt Daten zur Interaktion mit unseren Werbemitteln, Installierungs- und Event-Daten der App und stellt diese als anonymisierte Auswertungen zur Verfügung. Wir nutzen diese Informationen um den Erfolg unserer App-Marketing-Kampagnen messen zu können, zur eigenen Marktforschung und zur Optimierung der App.

Die Datenverarbeitung erfolgt mit Ihrer Einwilligung nach Art. 6 Abs. 1 S. 1 lit. a) DSGVO.

Wenn Sie unsere App installieren, speichert adjust Install- und Ereignis-Daten von Ihrer iOS oder Android App. Damit können wir verstehen, wie Sie mit unserer App interagieren. Ferner können wir unsere mobilen Werbekampagnen dadurch analysieren und verbessern. Für diese Analyse nutzt adjust die IDFA oder Google Play Services ID, sowie Ihre anonymisierte IP- und MAC Adresse. Die Daten sind einseitig anonymisiert, d.h. es ist nicht möglich Sie oder Ihr mobiles Gerät dadurch zu identifizieren.

Ihre Daten werden vom Zeitpunkt der Einwilligung bis maximal 25 Monate danach gespeichert.

Sie können Ihre Einwilligung jederzeit in den Datenschutz-Einstellungen widerrufen.

Der Adjust-Dienst ist nach dem ePrivacyseal (European Seal for your Privacy) geprüft und zertifiziert worden (siehe <http://www.eprivacy.eu/vergebene-siegel/>).

## **Apple Search Ads**

Damit wir die Möglichkeit haben, zielgerichtete Anzeigen bei iOS-Usern für bestimmte Kundensegmente zu schalten, d.h. für Personen mit ähnlichen Merkmalen, nutzen wir Apple Search Ads. Jedes Segment umfasst mindestens 5.000 Personen, damit gewährleistet ist, dass die Zielausrichtung nicht individuell für einen Kunden durchgeführt wird. Um sicherzustellen, dass Apple relevante Anzeigen ausliefert, verwendet Apple Search Ads folgende Daten:

- Accountdaten: Dazu gehören die Informationen, die ein Kunde in seinem Apple ID Account angegeben hat.

- **App Store Daten:** Dazu zählen einerseits die Angaben, mit denen Entwickler ihre Apps selbst beschreiben und kategorisieren. Andererseits aber auch Analyseergebnisse anonym ausgewerteter Suchverläufe, App Store Downloads, Surfaktivitäten im App Store und In-App-Käufe.
- **Daten aus App-Transaktionen:** Hierunter fallen Daten zu bisherigen Transaktionen im App Store, etwa geladene Apps und getätigte In-App-Käufe.
- **Kontextinformationen:** Dazu zählen der Gerätetyp eines Kunden, die iOS Version sowie Uhrzeit, Standort und die konkrete Suchanfrage.
- **Daten der Entwickler:** In Übereinstimmung mit den Apple Richtlinien zum Tracking können diese Informationen umfassen, die einzelne Entwickler im Rahmen ihres Kontakts mit Nutzern bei direkten Interaktionen erfasst haben. Natürlich kann immer nur der jeweilige Entwickler (sowie seine autorisierten Partner) auf Basis dieser Informationen Anzeigen im Rahmen von Apple Search Ads erstellen und einblenden – Drittanbieter können die Daten nicht nutzen.

Weitere Informationen zum Datenschutz bei Apple Search Ads finden Sie hier: <https://searchads.apple.com/de/privacy>

## **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
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

## Competitions

In order to participate in competitions, it is sometimes necessary for you to

- register with us,
- enter your name in the high score/best list
- accept the conditions of participation and
- read the data protection notice.

To take part in quizzes and online games, you only need to register if you want to be entered in the high scores/leaderboards.

For registration and entry in the leaderboard, we process your e-mail address, a user name - preferably a fictitious one - and a password. You must enter the user name in your profile in your SZ account in order to be entered in the leaderboard. The user name will be published in the leaderboard on SZ.de if you click on the "Add to leaderboard" button after registering. When offering (non-cash) prizes, further personal data is required from the winners, in particular after the end of the competition, such as their address, in order to be able to notify them if they win and send them the prize.

The collection and processing of personal data is used to organise the respective competition and quizzes and, if applicable, to send prizes. The data will be processed with your consent (Art. 6 para. 1 sentence 1 lit. a) GDPR), in the case of competitions in accordance with Art. 6 para. 1 sentence 1 lit. b) GDPR. All data will be stored for the purpose and for the duration of the competition and deleted at the end of the campaign, provided there are no statutory retention obligations. The user name published in the high scores/best lists will only be deleted upon cancellation.

Your data may be passed on to our competition service providers and sponsors within the framework of the conditions of participation to which you have consented and deleted if they are no longer required.

For further details in connection with the respective competition, please refer to the conditions of participation.

You have the right to revoke your consent with effect for the future in accordance with Art. 7 para. 3 GDPR at [datenschutz@sz.de](mailto:datenschutz@sz.de).

## When third parties advertise their products with

US

In order to refinance our digital offerings, we market our advertising space - via our marketing service providers but also via third parties.

An overview of the third parties and how they process your data and for what purpose can be found in the data protection settings. As a SZ Plus subscriber, you will be shown fewer adverts. By reducing the amount of advertising, we ensure that the data we collect from SZ Plus subscribers is processed exclusively by us and by partners that we have checked. We oblige these partners to minimise data in accordance with European data protection regulations. Data collection via our verified advertising partners is thus reduced to a necessary minimum, for example in order to carry out reach measurements and quality improvements. These measures prevent unknown and unverified third parties from creating individual profiles of our digital subscribers based on their usage behaviour and using them for their own purposes.

## **Self-marketing of adverts**

Our advertising marketers support us in marketing our advertising space by acquiring and displaying adverts.

We use the following marketers:

- iq digital media marketing GmbH, Toulouser Allee 27, 40211 Düsseldorf, Germany
- Taboola Inc, Oneustonsq, 40 Melton Street, 13th Floor, London, NW1 2FD

We have concluded either an agreement within the meaning of Art. 26 GDPR with these third parties and the third parties they use in the context of marketing within the meaning of Art. 4 No. 10 GDPR, in which we have defined the respective responsibilities for the fulfilment of the obligations under the GDPR with regard to joint processing, or an order processing agreement within the meaning of Art. 28 GDPR.

In the case of joint responsibility, we are obliged to enable you to grant and withdraw consent under data protection law. We are also the central point of contact for you as a data subject. We forward data subject enquiries that we receive and that relate to joint processing to our marketers for response without delay. Irrespective of this, you can assert the rights to which you are

entitled under the GDPR as a data subject both with and against us and with and against any other controller.

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.

In this context, data may also be transferred to third countries outside the EU with your consent in accordance with Art. 49 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-Geschenkshops 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

### 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](mailto:swmh-datenschutz@atarax.de).

## Contact for your data protection enquiry

You can ask your questions about data protection here.



## Your rights

Aus der DSGVO ergeben sich für Sie als Betroffener einer Verarbeitung personenbezogener Daten die folgenden Rechte:

- Auskunft (Art. 15 DS-GVO),
- Berichtigung (Art. 16 DS-GVO),
- Löschung (Art. 17 DS-GVO),
- Einschränkung der Verarbeitung (Art. 18 DS-GVO),
- Datenübertragbarkeit (Art. 20 DS-GVO) und
- ein **Widerspruchsrecht gegen die Verarbeitung (Art. 21 DS-GVO)**.

Im Falle datenschutzrechtlicher Verstöße steht Ihnen ein Beschwerderecht bei einer Datenschutz-Aufsichtsbehörde zu.

Sie haben das Recht, erteilte Einwilligungen gem. Art. 7 Abs. 3 DS-GVO mit Wirkung für die Zukunft zu widerrufen unter [datenschutz@sz.de](mailto:datenschutz@sz.de).

## 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.