

Süddeutsche Zeitung

Unser berechtigtes Interesse

26.02.2025

Liebe Kundin, lieber Kunde,

wir verwenden Ihr angegebenes Geburtsdatum für Geburtstagsglückwünsche per E-Mail aufgrund unseres berechtigten Interesses, Ihnen zum Geburtstag zu gratulieren und ein Goodie zukommen zu lassen. Sie bekommen es zum nächsten Geburtstag. Wenn Sie das nicht möchten, dann können Sie die Geburtstagsmail direkt in der ersten Mail für die Zukunft abbestellen oder Sie melden sich bei uns im Kundenservice.

Weitere Infos zum Datenschutz unter [sz.de/datenschutz](https://www.sz.de/datenschutz).

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.

Contact for your data protection enquiry

You can ask your questions about data protection here.

datenschutz@sz.de

Your rights

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

- In accordance with Art. 17 GDPR, you can request the erasure of your personal data stored by us.
- In accordance with Art. 18 GDPR, you can request the **restriction of the processing** of your personal data.
- In accordance with Art. 20 GDPR, you can request to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format and you can request the **transfer** to another controller.
- In accordance with Art. 7 para. 3 GDPR, you can **revoke** your consent once given to us at any time. This means that the processing carried out on the basis of the consent prior to the revocation was lawful and has the consequence that we may no longer continue the data processing based on this consent in the future.

Right to object

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

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

Right to lodge a complaint with the supervisory authority

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

Weitere Infos zur Datenverarbeitung durch uns finden Sie hier:
www.datenschutz.swmh.de/sz