



Privacy Notice

01.09.2024

When you visit a website, register for a service, handle contracts, or interact with us in other ways, personal data is processed. This happens both automatically (e.g. your IP address) and when you actively provide data (e.g. when you place an order). The General Data Protection Regulation (GDPR) requires us to inform you about this processing. For example, you should know what purposes we pursue, how long your information is stored, which legal basis the processing is based on, and which recipients of data there may be. This is what this privacy policy is about.

Verantwortlich für die Datenverarbeitung ist grundsätzlich die ZEIT Sprachen GmbH, Kistlerhofstraße 172, 81379 München. Weitere Angaben zum Unternehmen sowie Kontaktmöglichkeiten finden Sie am Ende der Datenschutzerklärung.

Bei Fragen zu Ihrem Abo, Kündigungen und bei einem Widerruf wenden Sie sich bitte ausschließlich an unseren Kundenservice.

Companies of the ZEIT publishing group

The ZEIT publishing group includes the following companies:

Zeitverlag Gerd Bucerius GmbH & Co. KG, ZEIT Online GmbH, ZEIT Digital GmbH, ZEIT Sprachen GmbH, ZEIT Akademie GmbH, Studio ZX GmbH, ZEIT Weltkunst Verlag GmbH, academics GmbH, Good Jobs GmbH, and e-fellows.net GmbH & Co. KG.

For example, we offer journalistic content, travel, products, seminars, events, and special offers for subscribers.

Use of the website

Websites have different functions and ways to interact. Sometimes you can view content or use an online form to contact us. On other pages, you can register. Depending on the website, the scope of data processing varies.

Logfiles

When you visit a website, technical usage data (so-called log data) is processed temporarily. This data is transmitted by your browser and includes, among other things, your computer's IP address, the client

request (file name and URL), the HTTP response code, and the website from which you came to our website.

The data processing described is permitted to protect legitimate interests (Art. 6(1)(f) GDPR). We depend on achieving the greatest possible reach for our companies and content. Operating a website is essential for this. The processing happens automatically and cannot be prevented. It is technically necessary in order to access a website.

The log data is deleted or anonymized as soon as it is no longer needed.

Data processing on end devices

When you access the website, a so-called consent banner appears with information about data processing on your end device. There you will find details about the services we use and the cookies that are set.

Cookies are small text files that are stored on your end device when you visit a website. Cookies are used to store information related to a website locally on your computer for a certain period of time and to transmit it back to a server upon request. This can serve different purposes.

Some of the data processing that takes place is legally permitted for providing the website (§ 25(2) TDDDG). This includes setting cookies that are strictly necessary for certain actions to work. Some processing only takes place if you have given your consent (Art. 6(1)(a) GDPR, § 25(1) TDDDG). In the consent banner, you can agree to or refuse specific types of processing. You are not required to consent to the data processing options offered. However, you cannot prevent the technically necessary processing, as the website's functionality could otherwise not be ensured.

Detailed information about the services used, the purposes of processing, the storage period, and other conditions can be found in the consent banner and in the following paragraphs.

Functionality, analytics, and performance

Um unsere Angebote zu verbessern, analysieren wir die Nutzung unserer Website. Dazu verwenden wir Tools, die jeweils unterschiedliche Daten erheben und für uns auswerten. Dies geschieht teilweise durch auf Ihrem Endgerät abgelegte Cookies und andere Technologien. Anhand der entstehenden Statistiken und Reports können wir sehen, welche Inhalte besonders beliebt sind, welche Unterseiten wann aufgerufen werden und ob es technische Probleme gibt. Welche Tools eingebunden sind, ergibt sich aus dem Consent-Banner.

Die stattfindende Datenverarbeitung ist von Ihrer Einwilligung abhängig (Art. 6 Abs. 1 a) DSGVO). Das gleiche gilt für die Speicherung von Informationen auf Ihrem Endgerät und den Zugriff auf Informationen, die bereits gespeichert sind (§ 25 Abs. 1 TDDDG). Sie können im Consent-Banner auswählen, ob Sie die Verarbeitung für einen bestimmten Zweck insgesamt zulassen oder konkret einzelne Dienste auswählen. Die Bereitstellung Ihrer Daten ist freiwillig und hat keine Auswirkung auf die Nutzung unserer Websites und Produkte.

Informationen zu den einzelnen Tools und der konkreten Verarbeitung (insbesondere Name des Anbieters, Datenkategorien, Zweck, Speicherdauer) finden Sie im Consent-Banner.

Marketing Measures

We ourselves depend on advertising our services on the internet. We use various forms of personalised advertising to reach you and other potential customers directly. For this purpose, we use different tracking tools to track online activities across different websites and link them together. The processing is carried out using technologies such as cookies, pixels, or scripts and includes information about which pages you visit and for how long, which offers you view, which device and operating system you use, and your approximate geographical location (which can be determined based on the IP

address). The data is linked with other information to create a meaningful profile. This helps us better understand who you are and what interests you have. The collected information is used to show you personalised advertising. This means that you may see ads on our websites and on those of other providers that are tailored to your interests, preferences, and previous activities. Personalised advertising increases the likelihood that you click on our ads and use our services. We can also offer our advertising customers better opportunities to present their products or services to a relevant target group.

The processing described only takes place if you have given your consent via the consent banner (Art. 6(1)(a) GDPR, Section 25(1) TDDDG). Providing your data for the purpose described is voluntary.

You can find information about the individual tools and the specific processing (in particular the name of the provider, data categories, purpose, storage period) in the consent banner.

Third-Party Content, Features and Services

Various external media from third-party providers are embedded on our website (e.g. videos, audio recordings, interactive maps, or social media posts). Due to this embedding (e.g. via HTML or JavaScript), your browser is instructed to establish a connection to the server of the respective third-party provider. This results in data being transmitted (at least the IP address, but also the referrer URL) and, where applicable, information being stored on or read from your device. The third-party provider may, under certain circumstances (in particular if you are actively logged in there), link this information with data about you that it has already stored. In this way, it may receive very detailed information about your interests outside its own platform.

If, when accessing the external media and content, the linking described above of personal data takes place, the processing depends on your consent (Art. 6(1)(a) GDPR and Section 25(1) TDDDG). You are

free to allow this. However, if you do not agree to the processing, you cannot use the corresponding external media and content (and, for example, cannot watch a video embedded on our site). Not all third-party providers link personal data. If, for the embedding, only usage data that is technically necessary is processed, the processing is permitted to safeguard our legitimate business interests (Art. 6(1)(f) GDPR and Section 25(2) TDDDG).

You can find information about the individual tools and the specific processing (in particular the name of the provider, data categories, purpose, storage period) in the consent banner.

Consent Management Platform

To control data processing on the website in compliance with data protection law, we use a consent banner to obtain consent. We store the settings you have chosen by placing cookies.

The data processing that takes place on your device is permitted or necessary to safeguard our legitimate interests and to provide our service (Art. 6(1)(f) GDPR, Section 25(2) No. 2 TDDDG). In order to operate our website in compliance with data protection law, we must electronically document whether consent has been given and whether it has been withdrawn. Otherwise, in case of doubt, we may not be able to prove that you have consented to certain processing operations. In this respect, the data processing is necessary in order to use our website.

The cookies used to store your settings are stored until you withdraw your consent.

Requests via the Website

Wir bieten unterschiedliche Möglichkeiten zur Kontaktaufnahme an (z.B. Online-Kontaktformular, E-Mail-Adresse). Die von Ihnen

übermittelten Daten verarbeiten wir zur Beantwortung Ihrer Anfrage.

Die Datenverarbeitung im (vor)vertraglichen Kontext ist gesetzlich erlaubt (Art. 6 Abs. 1 b) DSGVO). Die Bereitstellung Ihrer personenbezogenen Daten ist dabei erforderlich, um mit uns zu kommunizieren.

Nach Abschluss der Kommunikation speichern wir Ihre Daten für die Dauer von 6 Monaten. Falls Sie sich bei uns registrieren oder es zu einer anderen Art des weiteren Kontakts kommt, werden Ihre Daten weiterhin gespeichert und erst nach Ablauf der geltenden gesetzlichen Aufbewahrungspflichten gelöscht.

Registration

You have the option to register using your email address and gain access to extended functions and content of the website. In this process, a user account linked to the email address is created, to which the actions you carry out on the website can be assigned.

The legal basis for the processing of personal data is the user relationship created by the registration (Art. 6(1)(b) GDPR). Providing your data is necessary for the registration, as otherwise no user account can be created for you.

Your data will be stored for the duration of the user relationship and any statutory retention obligations.

Communication

Wir nutzen verschiedene Kommunikationskanäle, um mit Ihnen in Verbindung zu treten, Mitteilungen entgegenzunehmen oder Ihnen interessante Angebote und Informationen zukommen zu lassen. Werbliche Ansprache ist wichtig für unser Unternehmen, um

wirtschaftlich erfolgreich zu sein. Sie können der Nutzung Ihrer personenbezogenen Daten zu werblichen Zwecken jederzeit widersprechen und / oder sich von unseren E-Mail-Newslettern über den Abmelde-Link am Ende jedes Newsletters austragen.

Newsletter

We offer various newsletters that you can subscribe to by providing your email address. You will then receive information about various offers (from us or from third parties).

Using your email address to send our newsletters depends on your consent (Art. 6(1)(a) GDPR). Providing your data is voluntary and has no effect on any contractual relationship you may have with us. If subscribing to a newsletter is a requirement for participating in a prize draw or receiving editorial content (e.g. in the form of an eBook), failure to provide the data means that you cannot participate or will not receive the content.

Your email address will be stored in our newsletter database for as long as your consent remains in place. As soon as you withdraw your consent, it will be deleted from the relevant database.

Editorial Newsletters

We offer various editorial newsletters, which you can in some cases subscribe to separately or receive automatically as an additional part of a subscription.

We use your email address to send our editorial newsletters either based on your consent (Art. 6(1)(a) GDPR) or because this is legally permitted on the basis of a contract (Art. 6(1)(b) GDPR). Where consent is used, providing your data is voluntary. If the sending takes place as part of a contract, providing your data is required.

Your email address is stored in our newsletter database for as long as your consent remains in place and/or a contract exists.

Recommendation of Similar Offers

Wir nutzen die von Ihnen im Rahmen einer Anmeldung, Registrierung, Bestellung oder Buchung angegebene E-Mail-Adresse zum Versand von Werbung für eigene ähnliche Angebote.

Die Nutzung von E-Mail-Adressen zur Übermittlung eigener ähnlicher Angebote ist gesetzlich ausdrücklich erlaubt und nicht von einer Einwilligung abhängig (§ 7 Abs. 3 UWG). Die Bereitstellung Ihrer personenbezogenen Daten in diesem Zusammenhang ist allerdings freiwillig und Sie können jederzeit widersprechen (entweder durch Kontaktaufnahme oder über den Link am Ende jeder werblichen E-Mail).

Wenn Sie der werblichen Nutzung widersprechen, werden Ihre Daten gelöscht oder mit einer Werbesperre versehen. Eine Löschung ist meistens nicht möglich, da wir die bei einer Anmeldung, Registrierung, Bestellung oder Buchung erhobenen Daten zur Einhaltung gesetzlicher Aufbewahrungspflichten weiterhin speichern müssen.

Recipients and Place of Processing

We process personal data in various systems and, depending on the processing activity, transfer it to other companies, public authorities or individuals. The location of the processing depends on our registered office as well as the locations of our service providers.

Processors

We use various processors, such as software providers, data centre operators, call centres and IT service providers. We have carefully selected these companies and concluded a data processing agreement pursuant to Art. 28 GDPR. If, in addition to the companies listed in the Privacy Center, other processors are involved in the processing of data, they are listed below.

List of companies

- Emarsys Interactive Services GmbH (Newsletter-Tool)
- MGM Technologie Partners GmbH (Hosting)
- Amazon Web Services EMEA SARL (Hosting)
- Usercentrics GmbH (CMP-Plattform)

Place of processing

As a rule, data processing takes place in the European Union and/or the European Economic Area. However, we also use applications and tools where a transfer of data to third countries cannot be ruled out. In such cases, we ensure that appropriate safeguards are in place to guarantee an adequate level of data protection in these third countries. As a rule, the Standard Contractual Clauses provided by the European Commission have been agreed with the providers, or the provider is certified under the Data Privacy Framework.

Rights of the data subject and Contact

Under the GDPR, data subjects generally have a number of rights. You can exercise these at any time. However, we are not always obliged to grant a right. For example, a request for erasure may be refused due to statutory retention obligations. Where processing is carried out under

joint controllership, you may exercise your rights against any of the companies involved.

Rights of the data subject

You have the right of access (Art. 15 GDPR), rectification (Art. 16 GDPR), erasure (Art. 17 GDPR), restriction of processing (Art. 18 GDPR) and data portability (Art. 20 GDPR).

Right to object

We have checked whether we are allowed to process your personal data. This applies in particular to all processing carried out for the purposes of legitimate interests (Art. 6(1)(f) GDPR). If you believe that a specific processing activity is not permissible, you can let us know. If, in your individual case, we come to the conclusion that we are indeed not permitted to process your data, we will stop doing so. If your objection relates to advertising messages, we will of course implement it immediately.

Right to withdraw consent

Some processing activities are based on consent you have given. You can withdraw this consent at any time with effect for the future. However, this does not affect the lawfulness of the processing carried out up to that point.

Contact details

Zur Geltendmachung von Datenschutzrechten sowie bei Fragen und Beschwerden zum Datenschutz nutzen Sie bitte ausschließlich die E-Mail-Adresse datenschutz@zeit-sprachen.de oder unsere Postanschrift.

Unseren externen Datenschutzbeauftragten erreichen Sie postalisch bei der Herting Oberbeck Datenschutz GmbH, Hallerstr. 76, 20146 Hamburg oder unter der E-Mail-Adresse dsb@zeit.de. Sie haben außerdem das Recht, sich jederzeit bei einer Datenschutzaufsichtsbehörde zu beschweren.