



## 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 Zeitverlag Gerd Bucerius GmbH & Co. KG, Buceriusstraße, Eingang Speersort 1, 20095 Hamburg. Weitere Angaben zum Unternehmen sowie Kontaktmöglichkeiten finden Sie am Ende der Datenschutzerklärung.

## **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 TDDDGG). 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**

We offer various options for contacting us (e.g., online contact form, email address). We process the data you provide in order to respond to your inquiry.

Data processing in a (pre-)contractual context is permitted by law (Article 6(1)(b) GDPR). Providing your personal data is necessary in order to communicate with us.

After the communication has been completed, we store your data for a period of 6 months. If you register with us or if another form of continued contact occurs, your data will continue to be stored and will

only be deleted once the applicable statutory retention periods have expired.

## **Share-Buttons**

Wir haben auf unserer Website verschiedene Share-Buttons eingebunden, damit Sie Inhalte leicht auf sozialen Netzwerken teilen können. Wenn Sie auf einen Share-Button klicken, wird eine Verbindung mit dem jeweiligen sozialen Netzwerk hergestellt und personenbezogene Daten an den Anbieter übermittelt. Dieser nutzt die entstehenden Daten für eigene Zwecke und führt sie mit anderen Informationen zusammen.

Die Datenverarbeitung richtet sich nach Ihrer Einwilligung (Art. 6 Abs. 1 a) DSGVO). Da bereits durch die Einbindung eines Share-Buttons Daten an das jeweilige soziale Netzwerk übermittelt werden, sind diese standardmäßig deaktiviert. Wenn Sie unsere Seite aufrufen, findet also noch keine Datenübermittlung statt. Die Aktivierung der Share-Buttons können Sie über das Consent-Banner steuern. Sobald Sie Ihre Einwilligung erteilt haben, werden Daten an das entsprechende soziale Netzwerk übermittelt.

Informationen zur Speicherdauer der entstehenden Daten und gesetzten Cookies können Sie dem Consent-Banner sowie der Datenschutzerklärung des jeweiligen sozialen Netzwerks entnehmen.



## **Promotions, contracts, and subscriptions**

The companies of the ZEIT publishing group offer various products and services. If you, for example, take out a subscription, book a trip, or participate in a competition, different personal data will be collected,

used, and passed on to other companies for the purpose of contract fulfillment.

### **Payment (service providers)**

We use payment service providers to offer you as many payment methods as possible with a single click. These providers are responsible in particular for forwarding the amounts paid to us and for controlling payment flows.

The integration of payment service providers and the transfer of your data that takes place in this context is permitted for the purposes of our legitimate business interests (Article 6(1)(f) GDPR). We are not able to map the necessary processes in a legally compliant manner ourselves. For this reason, we have chosen external payment service providers. Data processing occurs automatically when you select one of the payment methods offered and complete the payment on the provider's website. The data processing is necessary for the payment.

We do not store any bank details in our systems. We only retain information on the amounts to be paid and whether they have been settled.

### **Prize draw**

We regularly conduct prize draws and collect various data for this purpose. We process this data to verify eligibility, determine and notify the winner, send the prize, and, if applicable, publish a winner list.

The data processing carried out in the context of a prize draw is permitted by law (Article 6(1)(b) GDPR). Participation constitutes a type of contract for which the data we request is necessary. If you do not provide the requested data, you cannot participate in the prize draw.

The data collected in connection with our prize draws is stored until the process has been fully completed (determination and notification of the winners, dispatch of the prize). Further storage may occur as part of associated processing activities (e.g., taking out a trial subscription or signing up for a newsletter, if this was a prerequisite for participating in the prize draw). Any publications are not subject to a time limit.

## **Surveys**

We conduct online surveys to assess the quality of our services or to gather information about interests. Opinions and views are collected, which we analyze and use to improve our services. If prizes are drawn among survey participants, we additionally collect contact details that are not linked to the survey results.

The data processing carried out serves the purposes of our legitimate business interests (Article 6(1)(f) GDPR). We want to take our customers' opinions into account when developing our services and need data that is as meaningful as possible for this. Participation in our surveys is voluntary. Providing contact details is necessary in order to be considered for a prize draw.

We store the anonymized survey results for an unlimited period. Non-anonymizable data is stored for a period of 6 months from the time of collection. Contact details are stored for the duration of their subsequent use.

## **Buchung einer Reise**

Wenn Sie eine Reise buchen, werden verschiedene Daten abgefragt. Wir verwenden diese, um die von Ihnen gewählte Reise selbst durchzuführen oder um Ihnen eine Reise unserer Partner zu vermitteln. Welche Daten wir hierfür benötigen, ergibt sich aus dem

jeweiligen Datenerhebungsformular. Die von Ihnen angegebenen Daten werden zur Durchführung der Buchung an verschiedene Empfänger weitergeleitet. Hierbei kann es sich um Reiseveranstalter, Hotels, Airlines, Schiffe und andere Leistungserbringer handeln.

Die bei einer Buchung stattfindende Datenverarbeitung ist erlaubt, weil sie zur Erbringung der von uns vertraglich geschuldeten Leistungen Ihnen und anderen Reiseteilnehmern gegenüber erforderlich ist (Art. 6 Abs. 1 b) DSGVO). Wir benötigen z.B. Ihren Namen, Ihre Kontaktdaten sowie Ihre Rechnungsanschrift, um Ihnen alle Reiseunterlagen zuzusenden und unseren Zahlungsanspruch geltend machen zu können.

Ihre Daten werden zu den genannten Zwecken bis zur Erfüllung des bestehenden Vertrages sowie danach für die Dauer der geltenden steuerrechtlichen Aufbewahrungsfristen (in der Regel 8 Jahre) gespeichert.

### **Bonitätsabfrage**

Bei einem Kauf auf Rechnung oder der Zahlungsart SEPA-Lastschrift übermitteln wir Ihre Daten an eine Auskunftsei. Diese teilt uns einen Wahrscheinlichkeitswert über das Zahlungsausfallrisiko mit, damit wir über das Zustandekommen des Vertrags entscheiden können. Sofern wir Ihnen die Zahlungsarten Rechnung oder SEPA-Lastschrift aufgrund des Wahrscheinlichkeitswerts nicht zur Verfügung stellen können, bieten wir Ihnen eine andere Zahlungsart an.

Die Zulässigkeit der Datenverarbeitung richtet sich nach unserem berechtigten Interesse (Art. 6 Abs. 1 f) DSGVO). Wenn wir durch die Übersendung von Waren in Vorleistung treten, benötigen wir zur Vermeidung von wirtschaftlichen Schäden Informationen zur voraussichtlichen Zahlungsfähigkeit. Sie können der Datenverarbeitung widersprechen. In diesem Fall stehen Ihnen die genannten Zahlungsarten jedoch ebenfalls nicht zur Verfügung.

Die von der Auskunftfei übermittelten Daten löschen wir nach unserer Entscheidung über die Begründung des Vertragsverhältnisses.

## **Video and Photo Recordings**

Wir fertigen Film- und Fotoaufnahmen an, um Geschehnisse zu dokumentieren und öffentlich darzustellen. Die Aufnahmen können in Print- oder Digitalform veröffentlicht werden (z.B. auf Websites oder sozialen Netzwerken). Dies geschieht zur Darstellung gegenüber der Öffentlichkeit und zu Werbezwecken.

Falls wir eine entsprechende Erklärung einholen, richtet sich die Zulässigkeit der Datenverarbeitung nach Ihrer Einwilligung (Art. 6 Abs. 1 a) DSGVO). Insbesondere bei nichtöffentlichen Veranstaltungen oder der Ablichtung von Minderjährigen berufen wir uns bei der Anfertigung und Verwendung von Film- und Fotoaufnahmen nicht auf das berechnigte Interesse (Art. 6 Abs. 1 f) DSGVO), sondern bitten zuvor um die Einwilligung der Betroffenen. Diesen steht es in diesen Fällen frei, sie zu erteilen oder nicht.

Film- und Fotoaufnahmen werden grundsätzlich ohne zeitliche Begrenzung gespeichert. Soweit sie im Internet veröffentlicht werden, sind sie dort ebenfalls zeitlich unbegrenzt einsehbar. Im Falle eines Widerrufs werden die Fotos gelöscht, sofern dies technisch möglich ist und in unserem Einflussbereich liegt.

## **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.

## **Recommendation of Similar Offers**

We use the email address you provide when you log in, register, place an order, or make a booking to send you advertising for our own similar offers.

The use of email addresses to send our own similar offers is expressly permitted by law and does not depend on consent (Section 7(3) UWG). However, providing your personal data in this context is voluntary, and you can object at any time (either by contacting us or via the link at the end of each advertising email).

If you object to the use for advertising purposes, your data will be deleted or blocked for advertising. Deletion is usually not possible because we must continue to store the data collected during a login, registration, order, or booking in order to comply with statutory retention obligations.

## **Postal Advertising**

We use the postal addresses stored by us, as well as addresses provided by contractual partners, to send offers and information by post.

The use of data for sending postal advertising is permitted in order to safeguard legitimate interests (Article 6(1)(f) GDPR). From an economic perspective, we rely on offering our services to existing and potential customers. In all areas, it is important to actively approach people and send information.

The retention period for postal addresses depends on whether you are a customer or whether we purchased the address. We must store customer data for up to 8 years to comply with statutory retention obligations. Purchased data is used for advertising mailings and is then deleted.

## **Advertising by marketing service providers**

We make the postal addresses stored by us available to companies and charitable organisations so that they can send you offers and information.

The disclosure for advertising purposes is carried out to safeguard legitimate interests (Art. 6(1)(f) GDPR). All companies involved depend economically on acquiring new customers and retaining existing customers. You can object to the transfer of your postal address to

marketing service providers at any time, without this affecting any existing contractual relationship.

We must store customer data for up to 8 years in order to comply with statutory retention obligations. However, if you object, we will no longer transfer your postal address to marketing service providers for advertising purposes.

## **Marketing Calls**

Wir nutzen Ihre Telefonnummer, um Sie über Angebote und Neuigkeiten zu informieren.

Die Verarbeitung erfolgt auf Basis einer Einwilligung (Art. 6 Abs. 1 a) DSGVO, § 7a Abs. 1 UWG). Wir sind gesetzlich nach § 7a UWG verpflichtet, Ihre Einwilligung in die Telefonwerbung zu dokumentieren und für 5 Jahre ab Erteilung sowie nach jeder Verwendung aufzubewahren. Dies gilt unabhängig davon, ob Sie uns Ihre Einwilligung online, schriftlich, per E-Mail, telefonisch oder auf anderem Wege gegebenen haben. Im Falle der telefonischen Einwilligung fertigen wir mit Ihrer Zustimmung eine Aufnahme von der Erteilung Ihrer Einwilligung an und speichern diese zusammen mit Ihren Kontakt- und Vertragsdaten ab. Die Bereitstellung Ihrer Telefonnummer zum Zweck der Werbung ist freiwillig. Nach Ablauf von 2 Jahren nach dem Ende Ihres letzten aktiven Abonnements erlischt Ihre Einwilligung automatisch.

Die Aufbewahrung endet spätestens 7 Jahre nach Ende Ihres letzten aktiven Abonnements. Anschließend werden die Daten gelöscht.

## **Joint controllers**

## **ZEIT publishing group**

Due to the close cooperation within the ZEIT publishing group, mutual data exchange as well as the shared use of systems and applications are unavoidable. For this reason, some processing operations take place under **joint controllership**. The agreement concluded accordingly between the involved ZEIT companies pursuant to **Article 26 GDPR** regulates in particular who is responsible for complying with the various obligations under the GDPR.

## **General infrastructure and communication**

The companies of the ZEIT publishing group use a shared infrastructure and communicate via centrally managed devices. Zeitverlag Gerd Bucerius GmbH & Co. KG provides the essential telecommunications services and applications and, together with the other companies, is jointly responsible for the data processing that takes place.

**Jointly responsible companies:** Zeitverlag Gerd Bucerius GmbH & Co. KG, ZEIT DIGITAL GmbH, ZEIT Akademie GmbH, Studio ZX GmbH, ZEIT Sprachen GmbH, academics GmbH, ZEIT Online GmbH, ZEIT Weltkunst Verlag GmbH

## **Data Warehouse**

To analyze, monitor, and optimize advertising measures, we process personal data in a data warehouse that is separate from the production systems. The information is pseudonymized there and used for specific questions, for group profiling, and for creating engagement and propensity scores.

The analysis and internal provision of the pseudonymized data is carried out to safeguard our legitimate business interests (Article 6(1) (f) GDPR). In order to make economically sound decisions and remain

competitive, we need to understand our customers' requirements, identify changes, and be able to respond to them.

The duration of pseudonymized storage in the data warehouse is based on the retention periods in our other systems (e.g., newsletter database, event database). When the data can be deleted there, it can no longer be accessed via the data warehouse.

**Jointly responsible companies:** Zeitverlag Gerd Bucerus GmbH & Co. KG, ZEIT Online GmbH, ZEIT Sprachen GmbH, academics GmbH, Studio ZX GmbH, ZEIT Akademie GmbH

## **Subscription management and marketing**

We process the personal data of our subscribers for the initiation and performance of subscription contracts as well as for carrying out various marketing activities. In addition to master data, information about services received and past contractual relationships is also processed. In our marketing activities, we take into account what may be of interest to the recipients and provide suitable offers.

The processing carried out as part of subscription management serves the performance of a contractual relationship and is therefore permitted by law (Article 6(1)(b) GDPR). Providing your data is necessary for us to deliver our services. We base marketing activities either on our legitimate business interests (Article 6(1)(f) GDPR), the UWG exemption (§ 7(3) UWG), or your consent (Article 6(1)(a) GDPR).

The data stored for managing your subscription is subject to various statutory retention obligations. We store all contract data for a period of at least 8 years. If you object to the use of your data for marketing purposes, the data will be processed in a restricted manner and marked with a marketing block.

**Joint controllers:** Zeitverlag Gerd Bucerus GmbH & Co. KG, ZEIT Online GmbH, ZEIT Akademie GmbH

## **Other companies**

The use of some services takes place jointly with the respective provider, so that an agreement on joint controllership pursuant to Article 26 GDPR must also be concluded here. As a rule, this is an integral part of the terms of use and is provided by the provider in a standardized form. In some cases, the joint controllership also concerns the organization of events or joint projects.

## **Providers of social media platforms**

We maintain profiles on various social media platforms in order to present our services and to interact with users. The data processing that takes place when you visit our profiles is partly carried out under joint controllership with the platform operator. Further information on this can be found in the section Social Media Profiles.

## **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**

- DPV Deutscher Pressevertrieb GmbH (Abo-Abwicklung)
- FUERSTVONMARTIN GmbH (hosting and web development)
- Google Ireland Ltd. (SaaS provider)
- Kohlenberg Software GmbH (Software-Support)
- HubSpot, Inc. (SaaS CRM provider)
- Riddle Technologies AG (SaaS-Anbieter)
- AERTiCKET Conso GmbH (SaaS-Anbieter)

### **Third parties**

Some activities involve the disclosure of personal data to third parties. These may include providers of website tools, cooperation partners, shipping service providers or suppliers. These companies independently determine the purposes of further processing and must ensure compliance with data protection law. If, in addition to the companies already mentioned elsewhere, other third parties are involved in the processing of data, they are listed below.

### **List of companies**

- Windrose Finest Travel GmbH (Reiseveranstalter)
- Pardon/Heider Touristik GmbH (Reiseveranstalter)
- Fynch-Hatton Textilhandels-gesellschaft mbH (Reiseveranstalter)
- DuMont Reiseverlag GmbH & Co. KG (Reiseveranstalter)
- Mollie B.V. (payment service provider)
- Hotel (accommodation)
- Airline (booking flight tickets)
- Bank (Entgegennahme von Zahlungen)

- Telekommunikationsanbieter (bei telefonischem Kontakt)
- Versanddienstleister (bei postalischem Versand)

## **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.de](mailto:datenschutz@zeit.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](mailto:dsb@zeit.de). Sie haben außerdem das Recht, sich jederzeit bei einer Datenschutzaufsichtsbehörde zu beschweren.

### **Social Media Profiles**

## **Providers of social media platforms**

We maintain profiles on social networks in order to publish our content and to get in touch with users. Like you, we have created an account for this purpose and have agreed to the terms of use of the respective social network.

Responsibility for data processing differs from network to network. It may be separate controllership or joint controllership pursuant to Art. 26 GDPR and, in some cases, even processing on behalf pursuant to Art. 28 GDPR. The assessment results from the terms of use and integrated agreements of the platform providers, which we use (and must use) as the basis for our information.

The data processing that takes place when you access the social networks is specified by the providers. We can only provide information about the activities that are within our sphere of influence and that can be controlled by us.

## **Meta profiles**

### **Joint controllership**

We use our Meta profile to make information publicly available, place advertisements and communicate with users. The data processing that takes place when a profile is accessed is carried out under joint controllership between us and the platform provider. For this reason, we have concluded an agreement pursuant to Art. 26 GDPR, which in particular governs the fulfilment of data subject rights.

The various Meta platforms are operated by Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland. The provider is responsible for the lawfulness of the data processing via the respective social network. The company is represented by director Gareth Lambe. Meta Platforms Ireland Limited has appointed a Data Protection Officer, whom you can contact at any time.

You can exercise your data subject rights at any time against us or Meta Platforms Ireland Limited. As a rule, however, these rights can usually only be fulfilled by the latter, so we will forward such requests.

### **Insights data**

When you access our profile, Insights data is collected and analysed. These are aggregated statistics created based on certain actions logged by Meta Platforms Ireland Limited. This mainly concerns how you interact with our profile and other content. We have no way to identify you via the Insights data or to assign it to a profile. Insights data is also collected from people who do not have an account. In that case, however, the user is asked for consent when accessing the platform – without it, no content can be viewed.

Meta Platforms Ireland Limited bases the lawfulness of processing Insights data on legitimate interests in the form of optimising advertisements (Art. 6(1)(f) GDPR). We use it ourselves to improve our profile and to provide content that is read by many people. To improve our reach, we need many views and a lot of traffic on our profile. The more we tailor the content to the interests of our users, the more likely we are to achieve this.

For us, the Insights data is part of the functions provided by the social network. The processing is governed by the terms of use that all profile owners must accept. When you created your own account, you therefore contractually permitted the processing. If you do not accept the terms of use, you cannot maintain a profile. In this respect, providing the Insights data is necessary for use.

The Insights data collected via our profile is processed in anonymised form. This means that the data is modified so that it can no longer, or only with a disproportionately large amount of time, cost and labour, be attributed to a specific or identifiable natural person.

### **Direct messages and likes**

We use our account to get in touch with you and to interact with you. This is possible via direct messages, the like function or comments. In this context, the name stored in your profile is always displayed.

The lawfulness of this processing is based on legitimate interests (Art. 6(1)(f) GDPR). Communicating with you is important to us in order to answer questions, address criticism and exchange information. This is the only way we can improve our services. You can use the various options for communication, but you do not have to. The content of our profile can be viewed independently of this.

Comments are stored on our profile for an unlimited period of time and can be viewed by other users until you delete the comment yourself. The same applies to using the like function. Direct messages are also stored, but are deleted at regular intervals.

### **Objection to the processing of Insights data**

Since Insights data is also used for advertising purposes, there is generally a right to object pursuant to Art. 21 GDPR. Meta Platforms Ireland Limited provides various forms for exercising rights in its privacy policy. There you can object to the processing of data. You can also exercise this right against us, and we will then forward the request to the provider.

Please note that, if you object to the processing of Insights data, use of the platform may be limited or may no longer be possible at all.

### **Data disclosure and third-country transfers**

Data processing takes place on servers of Meta Platforms Ireland Limited. Direct messages are seen and answered by our employees. All other actions are publicly visible.

Our profile on the social network can be accessed worldwide via the internet, meaning that access from countries without an adequate level of data protection is possible. Meta Platforms Ireland Limited has taken various measures to ensure an adequate level of data protection.

