

Duty to provide information in accordance with Art. 13 GDPR

1. responsible person, data protection officer

The data processing is carried out by

dtv Verlagsgesellschaft mbH & Co. KG, Tumblingerstraße 21, 80337 Munich, verlag@dtv.de

The company data protection officer is Maximilian Hartung, SECUWING GmbH & Co. KG, Frauentorstraße 9, 86152 Augsburg, phone: +49 821 90786450, e-mail: epost@datenschutz-agentur.de

2. data collection, data storage

We process personal data that we receive from you as part of our business relationship.

We process - to the extent necessary for the provision of our services (newsletter dispatch, order entry and dispatch, organisation of events, press events, trade fairs, recording of product information and new launches, handling of competitions) - personal data that we have legitimately received from other companies (e.g. for the execution of orders, for the fulfilment of contracts or on the basis of consent given by you). We process personal data that we have legitimately obtained from publicly accessible sources (e.g. press, media) and are authorised to process.

Relevant personal data is master data (name, address and other contact data, company, company address and other company contact data). In addition, this may also include order data (e.g. order data, product data), data from the fulfilment of our contractual obligations (e.g. sales), creditworthiness data, scoring/rating data, advertising and sales data (including advertising scores), documentation data (e.g. from documented conversations), data about your use of our offered telemedia (e.g. calling up our newsletter) and other data comparable with the categories mentioned.

The data processing is carried out at your request and is required in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR for the purposes mentioned for the appropriate processing of the order and for the mutual fulfilment of obligations arising from the contract.

The personal data collected by us for the fulfilment of the order will be stored until the expiry of the statutory retention obligation (up to 10 years after the end of the order) and then deleted, unless we are obliged to store it for a longer period of time in accordance with Article 6 para. 1 sentence 1 lit. c GDPR due to tax and commercial law storage and documentation obligations (from HGB, StGB or AO) or you have consented to further storage in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR.

3. data collection in the context of the balancing of interests (Art. 6 para. 1 letter f GDPR)

Where necessary, we process your data beyond the actual fulfilment of the contract to protect our legitimate interests or those of third parties, e.g:

- Data exchange with credit agencies (e.g. SCHUFA) to determine creditworthiness and default risks
- Examination and optimisation of procedures for needs analysis and direct customer contact
- Advertising or market and opinion research, unless you have objected to the use of your data
- Assertion of legal claims and defence in legal disputes
- Ensuring the IT security and IT operations of our company
- Prevention and investigation of criminal offences
- Measures for building and plant security (e.g. access controls)
- Measures to safeguard domiciliary rights
- Measures for business management and further development of services and products
- Support with customer advice and support and sales
- General business management and further development of services, systems and products
- fulfilment of internal requirements and the requirements of our affiliated companies,
- Ensuring IT security and IT operations
- Advertising, market and opinion research
- Assertion of legal claims and defence in legal disputes
- Prevention and investigation of criminal offences as well as risk management and fraud prevention

Our interest and that of the additional controllers in the respective processing arises from the respective purposes and is otherwise of an economic nature (efficient fulfilment of tasks, sales, avoidance of legal risks). Where permitted by the specific purpose, we and the additional controllers process your data in pseudonymised or anonymised form.

3.1 On the basis of your consent (Art. 6 para. 1 letter a GDPR)

If you have given us your consent to process personal data for specific purposes (e.g. for sending newsletters), the lawfulness of this processing is based on your consent. Any consent given can be revoked at any time. This also applies to the revocation of declarations of consent given to us before 25 May 2018. Please note that the revocation only takes effect for the future. Processing that took place before the revocation is not affected.

3.2 Due to legal requirements (Art. 6 para. 1 letter c GDPR)

We are subject to various legal obligations, i.e. legal requirements (e.g. terrorist list regulations, money laundering law, tax laws), on the basis of which we must process personal data. The purposes of processing include the prevention of fraud and money laundering, the fulfilment of control and reporting obligations under tax law and the assessment and management of risks.

4. use of the data

Within our company, those departments that require your data to fulfil contractual and legal obligations or to perform their respective tasks (e.g. sales and marketing) will receive it.

In addition, the following organisations may receive your data:

processors engaged by us (Art. 28 GDPR), in particular in the area of IT services, logistics and printing services, who process your data for us in accordance with our instructions public bodies and institutions in the event of a legal or official obligation our respective agents, employees, representatives, authorised representatives, auditors, service providers and any subsidiaries or group companies (and their respective agents, employees, consultants, representatives, authorised representatives)

Your personal data will only be disclosed to the following recipients or categories of recipients:

Network operators, service providers for the supply and billing of the contract. This also applies to commercially sensitive information within the meaning of Section 60 EnWG. Credit institutions and providers of payment services for billing and processing payments. Service providers for the operation of the IT infrastructure, for printing invoices and subscriber/customer information letters, and for destroying files. Public authorities in justified cases (e.g. social insurance institutions, tax authorities, police, public prosecutor's office, supervisory authorities). Credit agencies and scoring providers for creditworthiness information and assessment of credit risk. Debt collection service providers and lawyers to collect receivables, whereby we will inform you before the intended transfer.

5. storage of the data

Where necessary, we process and store your personal data for the duration of the business relationship, which also includes, for example, the initiation and fulfilment of a contract. It should be noted that our business relationship is usually a continuing obligation that is intended to last for years. In addition, we are subject to various retention and documentation obligations, including those arising from the German Commercial Code (HGB) or the German Fiscal Code (AO), which stipulate retention and documentation periods of two to ten years. Finally, the storage period is also determined by the statutory limitation periods, which, for example, according to §§ 195 ff. of the German Civil Code (BGB), are generally three years, but in certain cases can be up to thirty years.

6. disclosure of data to third parties

Your personal data will not be transferred to third parties for purposes other than those listed below. Insofar as this is necessary in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR for the processing of contractual relationships with you, your personal data will be passed on to third parties. This includes in particular the disclosure to opposing parties and their representatives (in particular their lawyers) as well as courts and other public authorities for the purpose of correspondence and for the assertion and defence of your rights. The data passed on may be used by the third party exclusively for the stated purposes. Your data will only be transferred to countries outside the European Economic Area - EEA (third countries) if this is necessary for the fulfilment of your orders or required by law or if you have given your consent.

7. rights of data subjects

You have the right:

- in accordance with Art. 7 para. 3 GDPR, to revoke your consent once given to us at any time. As a result, we may no longer continue the data processing that was based on this consent in the future;
- to request information about your personal data processed by us in accordance with Art. 15 GDPR. In particular, you can request information about the processing purposes, the category of personal data, the categories of recipients to whom your data has been or will be disclosed, the planned storage period, the existence of a right to rectification, erasure, restriction of processing or objection, the existence of a right to lodge a complaint, the origin of your data if it was not collected by us, and the existence of automated decision-making including profiling and, if applicable, meaningful information about its details;
- in accordance with Art. 16 GDPR, to immediately request the correction of incorrect or incomplete personal data stored by us;
- to demand the erasure of your personal data stored by us in accordance with Art. 17 GDPR, unless the processing is necessary for exercising the right of freedom of expression and information, for compliance with a legal obligation, for reasons of public interest or for the establishment, exercise or defence of legal claims;
- in accordance with Art. 18 GDPR, to demand the restriction of the processing of your personal data if the accuracy of the data is disputed by you, the processing is unlawful but you refuse to delete it and we no longer need the data, but you need it for the assertion, exercise or defence of legal claims or you have lodged an objection to the processing in accordance with Art. 21 GDPR;
- in accordance with Art. 20 GDPR, to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format or to request that it be transmitted to another controller, and
- to lodge a complaint with a supervisory authority in accordance with Art. 77 GDPR. As a rule, you can contact the supervisory authority of your usual place of residence or workplace or our company headquarters.

8. right of objection

If your personal data is processed on the basis of legitimate interests in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR, you have the right to object to the processing of your personal data in accordance with Art. 21 GDPR, provided that there are reasons for this arising from your particular situation.

We may also process your data for direct marketing purposes within the framework of the statutory provisions. You have the right to object at any time to the processing of personal data concerning you for the purpose of such advertising. This also applies to profiling insofar as it is associated with such direct advertising. If you object to processing for direct marketing purposes, we will no longer process your personal data for these purposes.

If you would like to exercise your right to object, simply send an e-mail to our contact details at the beginning of this information.