

Privacy policy – www.dvvmedia.com

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Preface

1. DVV Media Group GmbH and DVV Media GmbH (hereinafter: DVV Media), Heidenkampsweg 73-79, 20097 Hamburg, Germany, e-mail address: info@dvvmedia.com take the protection of your personal data as a user of the services of DVV Media (including www.dvvmedia.com, www.dvvmedia-shop.de; hereinafter referred to as services) seriously. In the following you will be informed about the collection, processing and use of your data and the rights to which you are entitled.
2. The company data protection officer can be contacted as follows:

Rheinisch-Bergische Verlagsgesellschaft mbH
data protection officer
Zülpicher Straße 10 · 40196 Düsseldorf

and by e-mail at: datenschutz@dvvmedia.com

A. General Part

§ 1 General information

1. Personal data are details of your personal or factual circumstances, i.e. data which identify you or which can be used to establish your identity. This includes, for example, your real name, your address, telephone number or date of birth. Personal data also includes personal data, i.e. data from which a person can be derived without direct reference, such as the IP address.
2. The data that can be related to the person include such data that arise in connection with the retrieval of www.dvvmedia.com by their client (browser) and are stored in so-called log files on DVV Media's servers and the technical service providers.
3. We collect data on each access to the server on which the service is located (so-called server log files) on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation and security of our services) within the meaning of Art. 6 para. f GDPR..
4. These are the name of the accessed website, file, your IP number, date and time, browser type and the requesting provider.
5. Log file information is stored for a maximum of seven days for security reasons (e.g. to investigate misuse or fraud) and then deleted. Data whose further storage is required for evidentiary purposes are excluded from deletion until the respective incident has been finally clarified.
6. Furthermore, when you visit the DVV Media website, personal data is automatically processed in anonymised form. This includes usage data such as the start and end of your visit, the pages you have accessed or the length of time you have spent on the portal. This data will not be used for personal purposes.
7. DVV Media shall collect, process or use personal data only in compliance with the relevant data protection regulations. This means that user data will only be processed if a legal permission has been obtained. This means, in particular, if data processing is required or legally prescribed for the provision of our

contractual services and online services, if user consent is available, or also on the basis of our legitimate interests (i.e. interest in the analysis, optimization and economic operation and security of our services within the meaning of Art. 6 para. 1 lit. f GDPR, in particular for range measurement, creation of profiles for advertising and marketing purposes as well as the collection of access data and the use of the services of third-party providers).

8. We would like to point out that the legal basis of the consents Art. 6 para. 1 lit. a and Art. 7 GDPR, the legal basis for the processing for the fulfilment of our services and the implementation of contractual measures Art. 6 para. 1 lit. b GDPR, the legal basis for the processing for the fulfilment of our legal obligations Art. 6 para. 1 lit. c GDPR and the legal basis for the processing for the protection of our legitimate interests is Art. 6 para.1 lit f GDPR.

§ 2 Security measures

We take organizational and technical security measures in accordance with the state of the art to ensure that the provisions of data protection laws are observed and thus to protect the data processed by us against accidental or intentional manipulation, loss, destruction or against access by unauthorized persons.

§ 3 Disclosure of data to third parties and third party providers

1. Data will only be passed on to third parties within the framework of legal requirements. We only pass on user data to third parties if this is necessary, e.g. on the basis of Art. 6 para. 1 lit. b GDPR for contractual purposes or on the basis of justified interests pursuant to Art. 6 para. 1 lit. f GDPR in the economic and effective operation of our business. This concerns internal and external service providers for contract processing and order processing.
2. If we use subcontractors to provide our services, we take appropriate legal precautions as well as appropriate technical and organizational measures to ensure the protection of personal data in accordance with the relevant statutory provisions.
3. If content, tools or other means from other providers (hereinafter "third party providers") are used in the context of this data protection declaration and their named registered office is in a third country, it is to be assumed that data is transferred to the countries in which the third party providers have their registered office. Third countries are countries in which the GDPR is not directly applicable law, i.e. in principle countries outside the EU or the European Economic Area. Data is transferred to third countries either if an appropriate level of data protection, user consent or legal permission is available.

§ 4 Contacting us

When contacting us (via contact form or e-mail), the user's details are processed for processing the contact enquiry and its handling in accordance with Art. 6 para. 1 lit. f GDPR.

§ 5 Use of cookies

1. Cookies are small amounts of data that are transmitted from the Internet to your computer together with the data you actually requested. This data is stored there and kept ready for later retrieval. DVV Media uses the following types of cookies for www.dvvmedia.com:
 - a) Session-Cookies:

These are cookies that are only stored on your computer for the duration of an Internet session. These cookies are deleted after the end of the session, i.e. after leaving the website or by closing the browser window.
 - b) Login cookies:

A cookie is also used for user authentication. Different cookies can be used for this: By default, cookies are used, which are only generated for the respective session. They store information about the user name, the user rights and the validity of the session.
 - c) Google Analytics Cookies (data collection for optimization purposes):

On the basis of our legitimate interests (i.e. interests in the analysis, optimisation and economic operation of our online offer within the meaning of Art. 6 Para. 1 lit. f GDPR) we use Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses cookies, which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, because we have activated IP anonymisation on this website, your IP address will first be reduced by Google within member states of the European Union or in other signatory states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and only shortened there. Google is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>). Google will use this information on our behalf to evaluate your use of the website on our behalf, to compile reports on website activity for website operators and to provide other services relating to website and internet use. This website uses the Google Analytics reports on demographic characteristics in which data from interest-based advertising by Google and visitor data from third-party providers (e.g. age, gender and interests) are used. This data cannot be traced back to a specific person and can be deactivated at any time via the display settings. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by downloading and installing tools.google.com/dlpage/gaoptout?hl=en. Users' personal data will be deleted or made anonymous after 26 months. For more information on data use by Google and options for setting and objecting, please visit the Google websites:
<https://www.google.com/policies/privacy/partners/>,
<https://www.google.com/policies/technologies/ads/>,
<https://adssettings.google.com/anonymous>

2. In general, you also have the option of deleting cookies via the corresponding browser function and setting there how your browser should proceed with cookies. However, it should be noted that the use of the services may be impaired if cookies are generally rejected.
3. You may opt-out of the use of cookies for range measurement and promotional purposes via the deactivation page of the Network Advertising Initiative (<http://optout.networkadvertising.org/>) and additionally the US website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices>).
4. The information transmitted by the cookies is used exclusively for advertising in which products are presented that are distributed by DVV Media.

§ 6 Analysis services

1. We use content and service offers of third parties within our services in order to integrate their content and services on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer within the meaning of Art.6 para.1 lit. f GDPR).
2. We use Google Analytics; see § 5 Ziff.1 lit.c) this data protection explanation

§ 7 Rights of users

1. You have the right, upon request and free of charge, to receive information about the personal data that we have stored about you.
2. In addition, you have the right to correct inaccurate data, to restrict processing, to object to the processing and deletion of your personal data, and to assert your rights to data portability pursuant to Art. 20 GDPR and, in the event of the acceptance of unlawful data processing, to file a complaint with the competent supervisory authority.
3. You can also revoke your consent, in principle with effect for the future.

§ 8 Deletion of data

The data stored by us will be deleted as soon as it is no longer required for its intended purpose and there are no legal obligations to keep it in safekeeping. If the user's data are not deleted because they are necessary for other and legally permissible purposes, their processing is restricted. This means that the data will be blocked and not processed for other purposes. This applies, for example, to user data that must be retained for commercial or tax reasons.

§ 9 Right of objection

Users can object to the future processing of their personal data in accordance with legal requirements at any time. The objection may be lodged in particular against processing for direct marketing purposes.

B. Final regulations

We reserve the right to change this data protection declaration at any time in compliance with the applicable data protection regulations.