

## Data Protection

With the following data protection declaration, WEKA FACHMEDIEN GmbH (hereinafter also referred to as "WFM") informs you about which personal data WFM collects and processes when you use the website or make use of offers and services of WFM, for which purposes WFM processes the data, and which further data you can voluntarily transmit to WFM in order to be able to use services and offers of WFM and which rights you are entitled to.

The processing of your personal data underlies the applicable data protection laws, including the General Data Protection Regulation (GDPR).

### Accountability

**WEKA FACHMEDIEN GmbH** is responsible for data collection and data processing and can be contacted at the following address:

WEKA FACHMEDIEN GmbH

Richard-Reitzner-Allee 2

D-85540 Haar

email: [datenschutz@wekanet.de](mailto:datenschutz@wekanet.de)

You can reach our **data protection officer** at the email address: [datenschutz@wekanet.de](mailto:datenschutz@wekanet.de)

## A) Processing of Personal Data When Using Our Offers and Services

### a) Collection of Personal Data for Order Processing (Subscription Order)

We collect and process personal data within the scope of order processing if you provide it to us for the execution of a contract or when opening a customer account. Which data is collected can be seen from the respective entry forms. We store and use the data provided by you for processing the contract (legal basis is Article 6(1)(b) GDPR). After complete processing of the contract or deletion of your customer account, your data will be blocked, taking tax and commercial retention periods into account, and deleted after expiry of these periods, unless you have explicitly consented to further use of your data or a legally permitted further use of data has been reserved from our side, about which we will inform you accordingly.

### b) Use of Your Data for Direct Marketing

#### aa) Subscribing to One of Our Email Newsletters

If you subscribe to one of our email newsletters, we will send you information about our offers on a regular basis. You can see a list of our newsletters here: <https://classic.elektroniknet.de/newsletter/>.

The only mandatory information for the sending of a newsletter is your email address. The indication of any further data is voluntary and will be used to address you personally. For sending the newsletter, we use the so-called double opt-in procedure. This means that we will only send you an

email newsletter if you have explicitly confirmed that you agree to receiving the subscribed newsletter. We will then send you a confirmation email asking you to confirm that you wish to receive this newsletter in the future by clicking on a link .

By activating the confirmation link, you give us your consent for the use of your personal data for the transmission of the subscribed newsletter in accordance with Article 6(1)(a) GDPR.

When subscribing to a newsletter, we store your IP address listed by the internet service provider (ISP) as well as the date and time of subscription in order to be able to trace any possible misuse of your email address at any later time.

The data collected by us when subscribing to the newsletter will be processed exclusively for advertising purposes by means of this newsletter. You can unsubscribe from the newsletter at any time using the link provided in the newsletter or by sending a message to us (see below). After the cancellation, your email address will be deleted from our newsletter distributor immediately , as far as you have not expressly consented to a further use of your data or we reserve the right to further use the data, as far as legally permitted and about which we will inform you.

The unsubscription is possible at any time by contacting WEKA FACHMEDIEN GmbH, Richard-Reitzner-Allee 2, 85540 Haar b. München or by email to [vertrieb@weka-fachmedien.de](mailto:vertrieb@weka-fachmedien.de)

#### **bb) Advertising by Letter Mail**

Based on our legitimate interest in personalized direct mail, we reserve the right to process your first and last name, mailing address, and as far as we have received this additional information from you within the contractual relationship, your title, academic degree, year of birth, and professional, branch, or business name and to use them for sending interesting offers and information about our products by mail (legal basis Art 6(1)(f) GDPR).

#### **d) Collection of Personal Data for Participation in Tests and Sweepstakes**

In tests and sweepstakes, depending on the situation, name, address, telecommunications numbers, and email address are collected and stored. Unless you provide us with explicit consent for the commercial use of this data, we will delete your data as soon as the test or the sweepstake ends.

#### **e) Collection of Personal Data for Facebook Campaigns**

Finally, if you participate in any of the campaigns offered on any of our Facebook pages or on this site using a Facebook connect feature, your Facebook ID and the email address associated with that ID will be saved within the Framework of the respective campaign and for internal evaluation purposes of the campaign.

### **B) Processing of Personal Data When Visiting Our Website**

If you only use our website for informative purposes, i.e., if you do not register or otherwise submit information, we will only collect the data that your browser transmits to our server. When you visit our website, we collect the following data that is technically necessary for us to display our website and to ensure its stability and safety (legal basis is Article. 6(1)(f) GDPR):

- IP address
- Date and time of the request
- Time Zone Difference to Greenwich Mean Time (GMT)

- Content of the request (specific sites)
- Access Status / HTTP status code
- Each transmitted amount of data
- Website from which the request is made
- Browser
- Operating system and its interface
- Language and version of the browser software.

Once these data are no longer required, they will be deleted.

## C) Data Protection of Children

It is important to us to protect the privacy of children. Therefore, we do not knowingly collect information from children and adolescents under the age of 16.

## D) Tracking and Web Analysis Tools

### Cookies

We use cookies in connection with the use of our web pages. Cookies help us tailor our websites to your interests and to save your personal settings. These are small text files that are stored on your computer and stored by your browser. If personal data are processed through cookies implemented by us, the processing is carried out in accordance with Article 6(1)(b) GDPR either for the execution of the contract or in accordance with Article 6(1)(f) GDPR for the sake of our legitimate interests of the best possible functionality of the website as well as a customer-friendly and efficient design of the page visit. You can prevent the storage of cookies by setting "Do not accept cookies" in your browser.

In addition, we use the third-party web analytics tools listed below to optimize the design and improve websites and other web content sites according to the demand (legal basis Article 6(1)(f) GDPR). These third parties also use cookies for web analytics services.

The web analytics services process the information transmitted to evaluate your use of the website, to compile reports on website activity for us, and to provide other services related to website activity and internet usage. The web analysis services may transfer the information to third parties, if required by law or if third parties process this data on behalf of the web analysis services. The web analytics services will never associate your IP address with other web analytics services data. We only receive evaluations without personal reference.

### Note on Google Analytics

Our website uses Google Analytics, a web analysis service provided by 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

- browser type/version,
- used operating system,
- referrer URL (the previously visited page),

host name of the accessing computer (IP address),

time of the server request,

are usually transferred to a Google server in the USA and stored there.

The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data. We have also added the code "anonymizeIP" to Google Analytics on this website. This ensures that your IP address is masked so that all data is collected anonymously. The full IP address will only be transmitted to a Google server in the USA in exceptional cases and will be shortened there. For the exceptional cases in which personal data is transferred to the USA, Google has complied to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

On behalf of the responsible person, Google will use the information to evaluate your use of the website, to compile reports on website activities, and to provide the person responsible with further services associated with website and internet use. The legal basis for the collection, processing, and evaluation of the data is our interest in the information on the use of the website in order to further improve it (Article 6(1)(f) GDPR).

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 on your use of the website (including your IP address) and from processing this data by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

We additionally use Google Analytics to evaluate data from double-click cookies and AdWords for statistical purposes. If you do not want this to happen, you can disable it using the Ads Preferences Manager (<http://www.google.com/settings/ads/onweb/?hl=en>).

Further information on data protection in connection with Google Analytics can be found in the Google Analytics Help (<https://support.google.com/analytics/answer/6004245?hl=en>).

Information of the provider of the tool: Google Dublin, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001.

User terms: <http://www.google.com/analytics/terms/de.html>,

Overview of data protection: <https://www.google.com/intl/de/analytics/learn/privacy.html>,

and the privacy policy: <https://www.google.de/intl/en/policies/privacy>

## **INFOline Scalable Central Measuring System (SCZM)**

Our website uses the measurement method ("SZMnG") of INFOnline GmbH (<https://www.infonline.de/en/>) to determine statistical parameters of the use of our offers. The aim of the usage measurement is to statistically determine the number of visits on our website, the number of website visitors, and their surfing behavior - on the basis of a uniform standard procedure - and thereby to obtain market-wide comparable values.

For all digital offers made by members of the Informationgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (IVW - <http://www.ivw.eu/englische-version>) or the studies of the Arbeitsgemeinschaft Online-Forschung e.V. (AGOF - [www.agof.de/?lang=en](http://www.agof.de/?lang=en)), the usage statistics are regularly published by AGOF and the Media-Analyse e.V. (agma - <http://www.agma-mmc.de>) working group and published with the performance value "Unique User" and by IVW with the performance values "Page Impression" and "Visits". These ranges and statistics can be viewed on the respective websites.

#### Legal Basis for Processing:

The measurement by INFOnline GmbH using the SZMnG measurement method is carried out with legitimate interest in accordance with Article 6(1)(f) GDPR.

The purpose of the processing of personal data is the compilation of statistics and the creation of user categories. The statistics serve as an enabler to trace and document the use of our offer. The user categories form the basis for an interest-based adjustment of advertising media and/or advertising measures. For the marketing of this website a measurement, which guarantees a comparability to other market participants, is indispensable. Our legitimate interest arises from the economic usability of the findings from the statistics and user categories as well as the market value of our website, also in direct comparison with third-party websites, which can be determined on the basis of the statistics.

In addition, we have a legitimate interest in making the pseudonymous data available to INFOnline, AGOF, and IVW for market research purposes (AGOF, agma) and for statistical purposes (INFOnline, IVW). Furthermore, we have a legitimate interest in making the pseudonymized data available to INFOnline for the further development and provision of appropriate advertising material.

#### Type of Data:

INFOnline GmbH collects the following data, which is personal data according to the EU GDPR:

- IP address: On the internet, every device needs a unique address to transmit data, the so-called IP address. At least a short-term storage of the IP address is technically necessary due to the operating principle of the internet. The IP addresses are shortened by 1 byte before any processing and are only processed further in anonymized form. No storage or further processing of the non-shortened IP addresses takes place.
- A randomly generated client identifier: The range processing uses either a cookie with the identification "ioam.de", a "Local Storage Object", or a signature that is created from various automatically transmitted information of your browser for the recognition of computer systems. This identification is unique for a browser as long as the cookie or local storage object is not deleted. A measurement of the data and subsequent assignment to the respective client identifier is therefore also possible if you call up other websites that also use the measurement procedure ("SZMnG") of INFOnline GmbH.

The cookie's validity is limited to a maximum of 1 year.

### Use of the Data:

The measurement method of INFOnline GmbH, which is used on this website, determines usage data. This is done in order to collect the performance values for page impressions, visits, and clients and to form further key figures (e.g., qualified clients). In addition, the measured data are used as follows:

- A so-called geolocalization, i.e., the assignment of a web page view to the location of the view, takes place exclusively on the basis of the anonymized IP address and only up to the geographical level of the federal states / regions. Under no circumstances can the geographical information, which is obtained in this way, be used to draw conclusions about the specific location of a user.
- The usage data of a technical client (e.g., a browser on a device) is combined across websites and stored in a database. This information is used for the technical estimation of the users age and gender and is passed on to the AGOF service providers for further range processing. Within the framework of the AGOF study, social characteristics are technically estimated on the basis of a random sample, which can be assigned to the following categories: Age, gender, nationality, professional activity, marital status, general household information, household income, place of residence, internet use, online interests, place of use, type of user.

### Data Storage Time:

INFOnline GmbH does not store the complete IP address. The shortened IP address is stored for a maximum of 60 days. The usage data and the unique identifier are stored for a maximum of 6 months.

If you do not wish to participate in the measurement, you can object under the following link: <https://optout.ioam.de>. In order to guarantee an exclusion from the measurement, it is technically necessary to set a cookie. If you delete the cookies in your browser, it is necessary to repeat the opt-out process using the above link.

The subject person has the right to file a complaint with a data protection authority.

You can find further information on data protection in the measurement procedure on the website of INFOnline GmbH (<https://www.infonline.de/en/>), which operates the measurement procedure, the data protection website of AGOF (<http://www.agof.de/datenschutz-allgemein/?lang=en>), and the data protection website of IVW (<http://www.ivw.eu/englische-version>).

### Notes on Using etracker

Our website uses the etracker analysis service from etracker GmbH, Erste Brunnenstraße 1, 20459 Hamburg Germany.

The data can be used to create user profiles under a pseudonym. With etracker, cookies can be used that are stored in the cache of your internet browser. The cookies make it possible to recognize your

browser the next time you visit our website. When data is stored, in particular the IP addresses, registration or device IDs, and domain data of users are stored or encrypted in anonymized or pseudonymized form, so that it is not possible to draw conclusions about the individual user. Etracker is used in our interest to measure and improve the reach and acceptance of our websites and to optimize our offers and our websites (legal basis Article 6(1)(f) GDPR). The information collected with etracker technologies is not used to personally identify you as a user of our website; it is not combined with personal data.

You can object to the collection and storage of data at any time with effect for the future. In order to object to the collection and storage of your visitor data for the future, you can obtain an opt-out cookie from etracker via the following link. This will ensure that no visitor data from your browser will be collected and stored with etracker in future:

<http://www.etracker.de/privacy?sid=5a037460be9eddef6b2d5a4fae81d494&id=privacy&et=V23Jbb&languageId=2>.

This sets an opt-out cookie called "cntcookie" from etracker. Please do not delete this cookie as long as you wish to maintain your objection. Further information can be found in the etracker data protection regulations:

<https://www.etracker.com/en/data-privacy/>

#### Notes on the Use of One by AOL

On the basis of our legitimate interests, an analysis of user behavior is carried out using ONE by AOL, a web analysis service of ADTECH GmbH, Robert-Bosch-Str. 32, 63303 Dreieich.

This web analysis service makes it possible to measure the delivery of advertising on this website, e.g., the number of clicks on an advertisement or how often an advertisement was delivered to an individual page visitor.

ADTECH GmbH uses cookies for this purpose on the visitor's computer, which collects the following non-personal data about the website visitor: browser type, operating system, date and time as well as whether a specific advertisement has been delivered. It is not possible to draw any conclusions about you personally.

The data collection and storage by this application can be objected to at any time with effect for the future. Link:

<http://www.youronlinechoices.com/de/praeferenzmanagement/>.

#### **Note on Revive Adserver**

This website uses the ad server service Revive for the integration and anonymous statistical evaluation of advertisements (banners). Revive does not collect, process, or store personal data.

To control and measure the display of advertisements, Revive places a cookie on your computer if you have cookies enabled in your browser. You can deactivate the setting of cookies in your browser settings, which can, however, lead to a permanently restricted use of this and other websites.

## E) Disclosure of Personal Data

Within the scope of contractual agreements, we exclusively transmit collected and stored data to business partners with whom we also ensure and check the protection of your personal data.

## F) Your Rights

With regard to your personal data collected and processed by us, you have the following rights with respect to us:

- Right to information
- Right to correction and deletion
- Right to limitation of processing
- Right to object to the processing
- Right to data transferability

The legal basis for your rights are Articles 7, 15-22 GDPR, which are granted to you in accordance with these provisions.

If necessary, you can contact us or our data protection officer to exercise your rights at the above address of the person responsible or by email at [datenschutz@wekanet.de](mailto:datenschutz@wekanet.de).

You also have the right to file a complaint with a data protection supervisory authority about our processing of your personal data (see below).

## G) Revocation of Consent

If you have given us your consent to process certain personal data, you also have the right to revoke your consent at any time in the future. For this purpose, you can contact us at the above address or by email at [datenschutz@weka.de](mailto:datenschutz@weka.de).

A revocation does not affect the legality of the processing of your personal data until revocation.

## H) Data Processing When Contacting Us

When you contact us by email or by mail, the data you provide (your email address, your address, your name, and your telephone number) will be stored and processed by us in order to answer your questions. We delete the data arising in this context after the storage is no longer necessary, or limit the processing if statutory retention obligations exist.

## I) Right of Appeal to a Supervisory Authority

Furthermore, you have the right to file a complaint with a supervisory authority. How do you find your local supervisory authority? - You can find out more about this on the internet, for example at [www.datenschutz-wiki.de](http://www.datenschutz-wiki.de) or [www.datenschutz-bayern.de](http://www.datenschutz-bayern.de) (under: "Zuständigkeiten" [Responsibilities])



**The supervisory authority responsible for WEKA FACHMEDIEN GmbH is:**

Bavarian State Office for Data Protection Supervision, Promenade 27, 91522 Ansbach, Tel.: (+49) (0)981/53-1300, email: [poststelle@lda.bayern.de](mailto:poststelle@lda.bayern.de), <https://www.lda.bayern.de/en/index.html>

**Other Information**

No special data will be collected or processed in accordance with Article 9(1) GDPR.