

## **Information in accordance with Article 13 of the EU General Data Protection Regulation (GDPR) on the collection of personal data**

In accordance with Article 13 of the European General Data Protection Regulation (GDPR), we hereby comply with the duty to inform the data subject and provide the following data protection information:

1. Information about the responsible entity:

Verband Deutscher Zeitschriftenverleger e.V. (VDZ)

Contact data:

Verband Deutscher Zeitschriftenverleger e.V., Haus der Presse, Markgrafenstraße 15, 10969 Berlin; Vereinsregister des Amtsgerichts Berlin-Charlottenburg VR 21314 B;

Legal representatives:

President Dr. Rudolf Thiemann and Vice Presidents Katja Kohlhammer, Lars Joachim Rose, Stefan Rühling, Philipp Welte.

Electronic contact address of the responsible entity: [info@vdz.de](mailto:info@vdz.de)

2. Information about the Data Protection Officer:

Contact data of the Data Protection Officer:

Dirk Platte c/o Verband Deutscher Zeitschriftenverleger e.V., Haus der Presse, Markgrafenstraße 15, 10969 Berlin

Electronic contact address of the Data Protection Officer: [d.platte@vdz.de](mailto:d.platte@vdz.de).

3. Information on the processing purposes and their legal bases:

Personal data are processed for the purpose of carrying out contracts that have been established at the initiative of the parties concerned (e.g. members, committee members, clients, seminar and event participants, suppliers). The legal basis for this is Article 6 Paragraph 1 lit. b) GDPR.

Personal data will continue to be processed for the purpose of fulfilling legal obligations (such as submission to tax authorities or fulfillment of statutory

retention obligations under § 147 Tax Code) to which our association is subject. The legal basis for this is Article 6 paragraph 1 lit. c) GDPR.

Personal data is also processed to safeguard legitimate interests of our association. The legal basis for this is Art. 6 para. 1 lit. f) GDPR. Such legitimate interests are

- the promotion of services of our association, such as seminars and congresses by means of newsletters and personalized invitations also by electronic means
- the committee work
- the membership advertising
- the membership consultation
- the member administration

Personal data is ultimately processed on the basis of informed consent given to us by the data subjects. The legal basis for this is Article 6 paragraph 1 lit. a) GDPR.

#### 4. Information on categories of recipients of personal data:

The recipients of personal data transmitted by our association are first of all service providers or contractors (for example EDP and IT service providers, banks and authorized third parties at events) who process personal data on our behalf. These operate on the basis of a contract concluded with our association and act as a processor within the meaning of Article 28 GDPR.

Furthermore, recipients of personal data are third parties who cooperate with our association as part of our association law activities, according to the regional associations in the Association of German Magazine Publishers, which are also independent legal associations.

#### 5. Information on transfer to a third country:

Personal data are transmitted in compliance with the legal requirements to third countries, i.e. states that are not members of the European Union, by observing standard data protection clauses within the meaning of Article 46 GDPR (US Privacy Shield).

6. Information on the retention period of personal data:

We store personal data according to a general deletion concept, which applies to our company. After that, personal data is assigned to a delete class. In this deletion class, storage periods and rule deletion periods are assigned to such personal data. After the expiry of the regular renewal periods, the personal data will be deleted.

7. Information on the rights of the persons concerned:

As the person concerned, you have the following rights under the General Data Protection Regulation:

- Right to information (Article 15)
- Right to rectification (Article 16)
- Right to cancellation (Article 17)
- Right to limitation of processing (Article 18)
- Right to object to processing (Article 21)
- Right to data portability (Article 20).

8. Information about the right of withdrawal:

Insofar as the processing is based on Article 6 Paragraph 1 lit. a) GDPR (consent) or Article 9 Paragraph 2 based on specific types of personal data, i.e. on the consent of the person concerned, we inform you that you have the right to revoke the consent at any time without this impacting the legality of the processing carried out on the basis of the consent up until the revocation.

You can assert these rights to us at the above address or simply by email: [info@vdz.de](mailto:info@vdz.de).

9. Notes on the right to complain:

The supervisory authority responsible for us is:

Berliner Beauftragte für Datenschutz und Informationsfreiheit  
Friedrichstr. 219 Visitors entrance: Puttkamerstr. 16-18 (5th floor)  
10969 Berlin; Telephone: +49 (0)30 13889-0; Telefax: +49 (0)30 2155050  
Email: mailbox@datenschutz-berlin.de

According to Article 77 Paragraph 1 GDPR, the persons concerned have the right of appeal in the event of a breach of legal provisions in the processing of personal data.

10. Provision of personal data:

Our association offers various services based on a contract concluded between you and our association (for example, a membership agreement or attending seminars and events). Here the obligation of the respective contracting party exists to communicate certain personal data. This is the data our association needs to fulfill the contracts (e.g., address / payment details / contact details). If these data are not provided, contracts with our association cannot be concluded.

11. Automated decision making and profiling:

Our association does not take any measures of automated decision-making (for example, credit checks) or profiling (for example, information on preferences or the behavior of those affected) within the meaning of Article 22 GDPR.

Status: May 2018