

## Information on the processing of personal data

### **Controller:**

Bookwire Gesellschaft zum Vertrieb digitaler Medien mbH

### **Data processed:**

We collect the following data: full name, email address, name of your company (obligatory data).

This page uses “Track with Mailchimp” for performance measurement. A permanent cookie is set, i.e. your browser stores a short text file on your device using an identifier which is randomly generated. The cookie enables us to recognise you when you revisit this subscription page. This allows us to determine the number of unique users. We also register if you click the subscribe button. Thus we can calculate the rate of visitors of the subscription page who actually subscribe to the commercial email messages. This information is used for statistical purposes only, and no user profiles are created. You may prevent cookies being set by using the relevant browser option and you may erase the cookies stored by your browser at any time.

Each commercial email message contains a tracking pixel, i.e. a tiny graphic file which is accessed on the Mailchimp server once you open the message. On this occasion technical data such as the name of your browser, operating system, IP address and the time of access is collected. This enables us to detect the reading behaviour of the recipients of the commercial email messages and determine the place of access using the IP address. This data is used for statistical purposes and will not be combined with other data, in particular it will not be related to individual users. If you do not wish this analysis of reading behaviour, you have to unsubscribe from the commercial email messages.

### **Purposes of processing:**

We process your data to provide you with the report which you can read in the browser or download. Without processing your data we cannot provide you with the report. The legal basis of processing is Article 6(1)(b) GDPR (performance of a contract).

We also process your data to send you further information on digital media distribution in the future. The legal basis of processing is Article 6(1)(a) GDPR (consent).

We process the data collected for performance measurement on the subscription page and in the commercial email messages to measure the audience of this page and the conversion rate or the reading behaviour of the recipients of the commercial email messages. This serves our legitimate interests to analyse how the information we offer is used and optimise our services. The legal basis of processing is Article 6(1)(f) GDPR (pursuit of legitimate interests).

**Recipients of data:**

We use Mailchimp, a service provided by The Rocket Science Group LLC, 675 Ponce De Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA, to collect the abovementioned data and to distribute the commercial email messages. The data is processed on our behalf (commissioned data processing according to Article 28 GDPR). We have agreed on the “standard contractual clauses” adopted by the EU Commission, which are available at <https://eur-lex.europa.eu/legal-content/en/TXT/?uri=CELEX%3A32010D0087>. This means that there is an appropriate safeguard according to Article 46 GDPR for the transfer of personal data in a third country outside the EU.

**Period of storage:**

We will store your data as long as you do not revoke your consent for receiving commercial email messages.

For further information, including your rights, please see our privacy policy at <https://www.bookwire.de/en/data-privacy/>.