

Data protection information

1. Controller

The company

VEMAG Verlags- und Medien AG

Emil-Hoffmann-Str. 1 50996 Cologne, Germany

E-mail: info@vemag-medien.de

is the operator of this website and is responsible within the meaning of the General Data Protection Regulation ("GDPR").

2. Data protection officer

If you have any questions about this data protection information or about the processing of your personal data, you can always contact our data protection officer, who is also available to you in the event of requests for information, suggestions or complaints:

E-mail: datenschutz@vemag-medien.de

Post: VEMAG Verlags- und Medien AG, FAO Data Protection Officer, Emil-Hoffmann-Str. 1, 50996 Cologne

3. What personal data do we collect and for what purpose?

Personal data is any information relating to the personal or material circumstances of an identified or identifiable natural person. This includes information such as your real name, address, telephone number and date of birth.

When you visit our website, you do not have to provide any information about yourself.

Only access data (also in connection with the use of cookies), as shown below, or data that you voluntarily disclose to us (e.g. in the context of contact requests) is stored.

4. Legal bases of data processing

In the processing of your personal data, which we need to **fulfil a contract** with you, **Art. 6 (1) b) GDPR** serves as the legal basis for data processing. This also includes processing operations that are used to carry out pre-contractual measures.

If we are obliged to process personal data to **fulfil a legal obligation**., the legal basis is **Art. 6 (1) c) GDPR** .

Insofar as the processing of your personal data is to **protect our legitimate interest** and is not overridden by any of your interests, fundamental rights or fundamental freedoms, data processing is based on **Art. 6 (1) f) GDPR** .

Insofar as we obtain your **consent** for the processing of personal data, the legal basis for this data processing is **Art. 6 (1) a) GDPR**.

In particular:

a) Access data

Each time the user accesses our website, the following data is stored in a log file:

- The IP of the retrieving computer/terminal
- Data of the page(s) or file(s) retrieved
- Date and time of retrieval
- The amount of data transferred
- Whether the retrieval was successful or not
- The access method/function requested by the requesting computer
- Information on the type of web browser used and its version
- The user's operating system
- The referrer URL (the previously accessed website),
- The requesting provider

The storage of the above-mentioned data on the server of our provider serves our legitimate internal system-related and statistical purposes (Art. 6 (1) f) GDPR).

b) Collection and possible intra-group use of personal data for contact enquiries

In all other cases, personal data will only be collected if you provide us with them. The data provided by you in the context of a contact will be processed exclusively for processing your request and for communication with you (Art. 6 (1) b) GDPR).

Only we and, to the legally permissible extent, our group companies have access to this data within the scope of our legitimate interest in cooperating (Art. 6 (1) f) GDPR).

This data will not be transmitted to third parties outside the group. No further data is stored by our group companies. This applies to the e-mail address you provide and, if applicable, other data you provide such as name, address and telephone number etc. If you transmit files (e.g. photos) to us, we use them within the scope of your request. In the case of complaints, this can also mean that they are forwarded to producers and suppliers and stored there in order to use complaints related to the product for clarification and improvement of our products. You expressly agree to this in the event of a complaint (Art. 6 (1) a) DSGVO). However, even in this case, personal data will not be transmitted to the producers or suppliers. Furthermore, you guarantee that you have the necessary rights to files transmitted to us.

The data you provide via our contact form, such as name and e-mail address, as well as the message you have entered, will also be processed only for the purpose of processing your contact enquiry on the basis of Art. 6 (1) b) GDPR.

c) Storage of and access to terminal equipment through the use of cookies and similar technologies

When visiting and using our pages, cookies and similar technologies are used in order to ensure functional and customer-friendly processing and use of our website and to be able to analyse certain data. Cookies enable the recognition of your browser.

Cookies are randomly calculated number combinations or very small text files that are saved by your web browser. We use cookies which are only stored for the duration of the respective session (session cookies) as well as permanent cookies which enable you to be recognised on your next visit (persistent cookies). In addition, the cookies have different functions: they may be necessary, for example, for the provision of our services and the user-friendly operation of our website and help us to optimise them in technical terms (e.g. loading times or error messages). The legal basis for setting cookies and similar technologies required for the operation of our websites and for the

provision of the services you request are Art. 6 (1) f) GDPR and § 25 para. 2 Telecommunication Digital Services Data Protection Act (“TDDDG”).

In addition, we also use cookies and similar technologies for analysis purposes in order to provide you with a better user experience. These cookies are only used with your consent in accordance with Art. 6 (1) a) GDPR and § 25 para. 1 of the TDDDG. You can use the **cookie settings** - also always accessible via the footer of our website - to **revoke** your consent at any time with effect for the future.

You can prevent the use of cookies yourself by setting your browser software accordingly or you can set your browser in such a way that you are notified when a cookie is sent. You can also delete cookies from the hard drive of your system at any time. In these cases, however, it may not be possible to fully use all the functions of this website.

d) Google Analytics

We use Google Analytics, a web analytics service provided by Google Ireland Limited, Gordon House Barrow Street Dublin 4, Ireland, <http://www.google.de/intl/de/policies/privacy>, (“Google” / “Google Analytics”). Google Analytics uses cookies that enable an analysis of your use of the website. The information about your use of this website generated by the cookies is usually transmitted to a Google server in the USA and stored there. Through Google Analytics, we can evaluate your use of the website in order to compile reports on website activities and to provide other services related to website use and internet use.

Google Analytics is used on this website with IP anonymisation. As a result, IP addresses are processed in an abbreviated form and cannot be used to identify individuals. Therefore, to the extent that the information collected about you is personal, it will be immediately excluded and the personal information will be immediately deleted.

We use Google Analytics to analyse the use of our website and thus improve the user experience on a regular basis. We can improve our range of services and make them more interesting for you by means of the statistics obtained. The legal basis for the processing of your personal data is the consent given by you via the cookie management tool used by us (Art. 6 (1) a) GDPR). You can revoke your consent at any time with effect for the future via the **cookie settings**. Information on the third country transfer taking place can be found under the item “Transmission to third parties”.

e) Our online application tool

We appreciate your interest in our company and would like to use this section to inform you about the processing of personal data that you provide to us during the application process and that we may collect.

You may also apply online using an online application tool provided by our service provider with whom we have an order processing agreement. Our service provider may process your personal data only according to our instructions and only for the purpose of your application for us.

We only process personal data that is related to your application. This may include general information about you (name, address, contact details, etc.), information about your technical and professional qualifications and training, information about your continuing professional development, and any other information you may provide to us in connection with your application (e.g. in a CV or in a personal interview).

We process the personal data described here only to the extent necessary to complete the application process and to decide whether to enter into an employment relationship with you. The legal basis is Article 88 GDPR in conjunction with § 26 BDSG and Article 6 (1) b) GDPR for initiating or implementing contractual relationships with us.

If a contractual relationship is entered into with us following the application process, your data will be added to the personal file, if necessary and permitted, and processed in accordance with Art. 88 GDPR in conjunction with § 26 BDSG and Art. 6 (1) sentence 1 b) GDPR.

5. Transmission to third parties

Our policy also states that personal information is not shared with third parties. The data will only be passed on to service providers or vicarious agents if this is necessary for the purposes described above or for the technical execution of the data processing, e.g. in the context of the hosting of the portal by the service provider (see above). This also applies to the unlikely event of a transfer of shares or parts of the entity.

In addition, we may also disclose your personal data to third parties if we are required to do so by law (Art. 6 (1) c) GDPR), such as in particular to authorities, courts or injured parties, for example in the case of a request for information or defence in connection with an investigation or the suspicion of a criminal offence, an illegal act or other acts, if we have a legal order, a court order or an equivalent order, or if we assume in good faith that the disclosure of the data is necessary to prevent imminent danger to life or property or to report a suspicion of an illegal act.

In certain cases, transfers are made to countries outside the EU or the EEA that do not have an adequate level of data protection (in particular the US). However, this is always done while maintaining appropriate security measures and appropriate safeguards, such as by transmitting to US companies [EU-US Privacy Framework](#) or by concluding data protection agreements with the recipients that have been adopted by the European Commission (e.g. standard data protection clauses). For a copy of the standard contractual clauses in particular, please contact VEMAG Verlags- und Medien AG, Emil-Hoffmann-Str. 1, 50996 Cologne, info@vemag-medien.de.

6. Links and redirects to our group companies

Our web pages contain buttons and links through which you will be redirected to the respective page of our group company (e.g. <http://www.naumann-goebel.de> or <http://www.schwager-steinlein-verlag.de>). For the personal data collected and processed there and other data protection aspects, please refer in full to the respective data protection policies of our group companies, which can also be accessed on the respective group company landing pages.

7. Links to other providers

This privacy statement applies only to the website operated by us and not to any third party websites to which it may be linked. For example, we have integrated links (no social plugins) to **LinkedIn** (LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland - Privacy policy: [LinkedIn Data Protection Policy](#)) and **Xing** (XING, operated by New Work SE, Am Strandkai 1, 20457 Hamburg, Germany - Privacy policy: [Data protection at XING](#)) on our website. If you click on the respective logo, you will be redirected to the websites of these companies. The social media links are integrated in such a way that no personal data can be collected by the social networks when simply accessing the site. A connection to the social network is only established when a user clicks on a social media link. The purpose and scope of the data collection and the further processing and use of the data by the social networks, as well as your rights and settings to protect your privacy, can be found in the privacy notices of the respective networks or websites.

8. Storage period

Personal data will only be kept for as long as is necessary for the purpose for which it is processed. In accordance with the Data Protection Act, we will also delete your personal data without your intervention if it is no longer necessary to know it in order to fulfil the purpose for which it was stored or if its storage is inadmissible for other legal reasons. In cases provided by law (especially in the case of statutory storage obligations), we will block your data instead of deletion.

9. Rights of data subjects

You have the right at any time to free **information** about the personal data stored about you, its origin and recipients and the purpose of the data processing as well as to **restrict** data processing if necessary.

In addition, you can request the **correction** or **deletion of** incorrect data.

In the case of consent or processing based on a contract between you and us, you also have the right to request that the data concerning you that you have provided to us be transferred to you or to a new controller in a structured, commonly used and machine-readable format

as far as technically feasible (right to **data portability**).

In addition, you have the right at any time to **revoke** consent to the processing of personal data that you give us with effect for the future. This does not affect the lawfulness of processing carried out on the basis of consent until the revocation.

If your personal data is processed on the basis of legitimate interests, you have the right to object to the processing of your personal data, insofar as there are reasons for this based on your particular situation. If you object, we will no longer process your personal data, unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims (**objection under Art. 21 (1) GDPR**).

To assert one of these rights, please contact us by e-mail or by post, indicating your name and contact address, using the contact details above.

You can also make use of your right to lodge a complaint with a **supervisory authority at any time**. The supervisory authority responsible for us is the

State Commissioner for Data Protection North Rhine-Westphalia
Kavalleriestraße 2-4
Düsseldorf 40213
Germany
<https://www.ldi.nrw.de/>

Last update October 2024

Print version