

Privacy policy www.westermanngruppe.de

Scope of application

The protection of personal data is very important to us. Personal data is any information that makes it possible to identify a natural person. This includes, in particular, name, date of birth, address, telephone number, e-mail address, but also your IP address. Data is anonymous if no personal reference can be made to the user.

The legal basis for data protection can be found in the General Data Protection Regulation (hereinafter GDPR) and the German Federal Data Protection Act (BDSG).

With this privacy policy, we would like to inform you comprehensively about the processing of your personal data and the rights to which you are entitled.

The following information applies to all content on www.westermanngruppe.de (hereinafter 'offer' / 'website') and other offers of the provider, insofar as reference is made to this data protection declaration.

Responsible entity and Data Protection Officer

Westermann GmbH & Co.KG
Georg-Westermann-Allee 66
38104 Braunschweig, Germany
T. +49 531 708 0
F. +49 531 708 127
Email: [service\(at\)westermanngruppe.de](mailto:service(at)westermanngruppe.de)

Data protection officer contact: [datenschutzbeauftragter\(at\)westermanngruppe.de](mailto:datenschutzbeauftragter(at)westermanngruppe.de).

Your rights as an affected person

Here, we would like to inform you of your rights as an affected person. These rights are standardised in Article 15-22 of the GDPR. This encompasses:

- Right to information (Article 15 of the GDPR),
- The right to deletion (Article 17 of the GDPR),
- The right to rectification (Article 16 of the GDPR),
- Right of data portability (Article 20 of the GDPR),
- The right to restriction of processing (Article 18 of the GDPR),
- The right to object to data processing (Article 21 of the GDPR).

In order to exercise these rights please contact: Email: [datenschutz\(at\)westermanngruppe.de](mailto:datenschutz(at)westermanngruppe.de), Telephone: +49 531 708 0, Post: Westermann GmbH & Co. KG, Georg-Westermann-Allee 66, 38104 Braunschweig, Germany.

The same applies should you have any questions regarding data processing at our company. You have the right to appeal at a data protection authority.

Right to object to data processing

Please note the following with regards to the right to object to data processing:

If we process your data for the purpose of direct advertising, you have the right to object to the processing of this data at any time without providing reasons. This also applies to profiling insofar as it is associated with such direct advertising.

If you object to the processing of your personal data for direct marketing purposes, we will no longer process your personal data for these purposes. This objection is free of charge and can take place in any format, ideally via: Email: [datenschutz\(at\)westermanngruppe.de](mailto:datenschutz(at)westermanngruppe.de), Telephone: +49 531 708 860, Post: Westermann GmbH & Co. KG, Georg-Westermann-Allee 66, 38104 Braunschweig, Germany.

In the event that we process your data to safeguard justified interests, you may object to the processing of this data which arises as a result of your particular situation at any time; this also applies to profiling based on these clauses.

We shall no longer process your personal data unless we can establish compelling legitimate grounds for processing it that outweigh your interests, rights and freedoms, or processing it for purposes of asserting, exercising or defending against legal claims.

Purpose and legal bases of data processing

Your personal data is processed according to the EU-GDPR and all other applicable data protection regulations. The legal bases for processing data are formed in particular from Article 6 of the EU-GDPR and § 25 TDDDG.

We use your data

- to provide, troubleshoot and improve the services. These purposes pursued by us also represent the legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR/§ 25 para. 2 TDDDG.
- for the fulfilment of a contractual relationship pursuant to Art. 6 para. 1 lit. b GDPR
- for the initiation of business pursuant to Art. 6 para. 1 lit. b GDPR
- for the fulfilment of legal obligations pursuant to Art. 6 para. 1 lit. c GDPR
- for communication with customers in accordance with Art. 6 para. 1 lit. f GDPR after weighing up interests
- to offer products and services and to strengthen the customer relationship, which may also include analyses for marketing purposes and direct advertising.

Art. 6 para. 1 lit. a, f GDPR/§ 25 para. 1 and 2 TDDDG.

Your consent also constitutes a data protection authorisation provision. We will inform you about the purposes of data processing and your right of cancellation. If the consent also relates to the processing of special categories of personal data, we will expressly point this out to you in the consent.

Dissemination of data to third parties

We shall only pass on your data to third parties within the scope of legal provisions or corresponding consent. Otherwise, this shall not be transferred to third parties unless we are obliged to as a result of a legal requirement (transfer to external authorities such as supervisory authorities or law enforcement authorities).

Recipients of data / Categories of recipients

At our companies, we ensure that only those persons who require your data to fulfil our contractual and legal obligations shall gain access (to it).

These are:

Westermann Service und Beratung GmbH

- for customer support for all questions regarding products, services and orders

Westermann Bildungsmedien Verlag GmbH

- for ordering and using products and services from this publisher

Westermann Berufliche Bildung GmbH

- for ordering and using products and services from this publisher

Westermann Lernwelten GmbH

- for ordering and using products and services from this publisher

GIDA Gesellschaft für Information und Darstellung mbH

- for ordering and using products and services from this provider

Westermann Druck GmbH

- for ordering products

Westermann Druck Zwickau GmbH

- for ordering products

Löwen Medienservice GmbH

- as a mail-order bookshop for the processing of orders

Westermann Logistik GmbH

- for the delivery and invoicing of orders

Third country transfer / Third country intent to transfer

Transfer of data to third countries (outside of the European Union or European Economic Area) shall only take place if we are contractually or legally obliged to do so, or you have given your consent. You can revoke your consent at any time with effect for the future. To do so, simply call up our consent banner in the footer or in this privacy policy under 'Cookies' and deselect the corresponding setting.

Storage duration of data

We store your data as long as is required to process your order. Please note that various retention periods demand that data is stored after this time. This particularly concerns commercial law or fiscal regulations (e.g. commercial code, fiscal law, etc.). If no additional retention periods are required, the data will be routinely deleted after fulfilling its purpose. This means that we may store data if you have consented to this or if legal regulations require us to do so and we use statutory limitation periods which may last up to thirty years; the regular limitation period is three years.

Secure transmission of your data

In order to protect your data against accidental or wilful manipulation, loss, destruction or access by unauthorised persons, we use technical and organisational security measures. The security level is continuously reviewed in collaboration with security experts and adapted to meet new security standards.

We offer users content encryption when using our contact forms. Decryption of this data is only possible by us. There is also the option of using alternative communication channels (e.g. post).

Obligation to provide data

Various personal data are necessary for the establishment, performance and termination of the contractual relationship and the fulfilment of the associated contractual and legal obligations. The same applies to the use of our website and the various functions it provides.

We have summarised the details for you in the point above. In certain cases, data must also be collected or made available due to legal provisions. Please note that it is not possible to process your enquiry or execute the underlying contractual relationship without providing this data.

Categories, sources and origin of data

The data we process depends on the context: This may depend on whether you place an order online, submit an enquiry using our contact form or send us an application or complaint.

Please note that we store information in appropriate places depending on the processing situation, e.g. when uploading application documents or a contact enquiry.

We collect and process the following data when visiting our website:

- Name of the internet service provider
- Details about the websites from which you visit us
- Web browser and operating system used
- The IP address issued by your internet service provider
- Requested files
- The amount of data transmitted, downloads/file export

- Details about the websites visited through our site including date and time

For technical security reasons (in particular to defend against hacking attempts on our web server), this data is stored pursuant to Article 6 para. 1 lit. f GDPR and § 25 para. 2 TTDG. After no more than 7 days, anonymisation takes place by shortening the IP address so that no reference to the user can be found.

We collect and process the following data upon receipt of a contact enquiry:

- Surname, first name
- Contact information
- Title
- Details of the enquiry and interests

Contact form / Contacting by email (Article 6 para. 1 lit. a, b GDPR)

A contact form is provided on our website which can also be used to establish contact with us electronically. If you write to us using the contact form, we process the details provided in the contact form for the purpose of establishing contact and responding to your enquiry.

In accordance with the principles of data processing, we ensure you only need to provide the data necessary to establish contact with you. This includes your email address, your name and your message itself with its concerning. Your IP address is processed for technical and legal reasons. All other data are voluntary fields and can be optionally provided (e.g. for a more personal response to your enquiry).

If you contact us by email, we will only process the personal data provided for the purpose of handling your enquiry. If you do not use the contact form provided, no further data collection will take place.

Automated case-by-case decision

We do not use any automated processing methods to make a decision.

Cookies (Article 6 para. 1 lit. f GDPR, § 25 para. 1 TDDG upon consent)

Our website uses so-called cookies in several places. Cookies help make our website more user-friendly, efficient, and secure. Cookies are small text files that are stored on your device and saved by your browser (locally).

Cookies only contain pseudonymous, usually even anonymous data. Some cookies remain in place for the duration of a browser session (so-called session cookies), others are stored for longer periods (so-called persistent cookies, e.g. consent settings). The latter are automatically deleted after the specified time (usually 6 months). In addition to our own cookies, we also use cookies that are controlled by third-party providers. These use the information contained in the cookies, e.g. to show you content or to record the pages you have visited.

Due to our legitimate interest (Art. 6 para. 1 lit. f GDPR), we set technically necessary cookies, which are absolutely necessary for the operation of the website and to ensure its functionality. Furthermore, we use cookies without your consent if their sole purpose is to store or access information stored in the terminal device for the transmission of messages or if they are absolutely necessary to provide the service you have expressly requested, Section 25 (2) TDDDG.

Subject to your consent, other cookies are used to enable us or third parties to analyse how our services are used, for example. This allows us to customise the content according to user needs. Cookies also enable us to measure the effectiveness of a particular advert and to place it, for example, depending on the thematic interests of the user. The legal basis for this is your express consent (Art. 6 para. 1 lit. a GDPR, § 25 para. 1 TDDDG).

You can revoke your consent at any time with effect for the future. To do so, simply call up our consent banner in the footer or in this privacy policy under 'Cookies' and deselect the corresponding setting. Please note that the change in the consent banner settings must be made individually for each end device.

Cookie settings

If you have accounts with the third-party providers we use and are logged in there, your data may be linked to the respective account. You can avoid such a link by not giving or revoking your consent to the relevant cookies or by logging out of the respective third-party providers in advance.

Most browsers accept cookies automatically. You can also deactivate, restrict or delete cookies on your end device manually via your browser settings or with the help of software. If you deactivate the setting of cookies, you will not be able to use our website to its full extent or only to a limited extent. Please also note our information in the section of the respective service that uses cookies.

We distinguish between the following types of cookies on our website:

Technically necessary cookies

Technically necessary cookies are required for the basic function of this website. They are used for secure and intended use and cannot be deactivated for this reason. These cookies are used exclusively by us. This means that all information stored in the cookies is fed back to our website. These cookies ensure, for example, that logged-in users always remain logged in when accessing the various subpages of our website and do not have to re-enter their login details each time they access a new page.

Statistics cookies

Cookies in this category enable us to analyse the use of the website and measure performance. These cookies help us to determine whether, which, how often and for how long subpages of our website are visited and what content users are particularly interested in. We also record search terms, the country, region and, if applicable, the city from which access is made, as well as the proportion of mobile devices accessing our websites. We use this information to compile statistics in order to tailor the content of our website more specifically to the needs of users and to optimise our offering.

User profiles / web tracking process

This website uses the open-source analysis tool Matomo (www.matomo.org, previously known as PIWIK) to create statistical reports about the use of our website. This makes it possible to ensure that the websites are

optimised and made more user-friendly. Matomo stores the collected data (including time, pages visited, browser used, operating system) in a database. The evaluations generated with Matomo are completely anonymised and cannot be used for the identification of individual persons. IP addresses are made unrecognisable before entering the database to comply with legal regulations. No links are made between the data stored and other sources of data, nor is it passed on to third parties. The legal basis for this is Art. 6 para. 1 lit. a) GDPR, § 25 para. 1 TDDDG. The Matomo analysis tool uses cookies for data analysis purposes. The anonymous user profiles are not combined with personal data concerning the user of the pseudonym without the express consent of the data subject, which is to be granted separately. You can prevent the storage of cookies by using the appropriate setting on your browser software; however we would point out to you that if you do so, you may not be able to use all functions of this website to their full extent.

Social plugins by social networks

This website does not use social plugins from social networks.

Online offers for children

Persons under 16 years of age should not send us personal data without the consent of their parents or legal guardians. We encourage parents and guardians to actively participate in the online activities and interests of their children.

Links to other providers

Our website clearly displays links to other websites. We have no influence over the content of other websites to which we provide a link. For this reason, we cannot accept liability for such third-party content. The respective provider or operator of such sites is always responsible for the content of linked sites.

The linked sites were checked at the time of linking for possible legal violations or clearly identifiable infringements. Illegal content was not evident at that time. A permanent inspection of linked sites is not reasonable without concrete evidence of an infringement of the law. On becoming aware of legal violations, we will remove such links immediately.

Information on data protection in social media

Westermann GmbH & Co. KG maintains various appearances in social media. As far as we have the control over the processing of your data, we ensure that the applicable data protection regulations are followed.

Name and adress of the responsible body

In addition to Westermann GmbH & Co. KG, responsible for corporate appearances within the meaning of the EU General Data Protection Regulation (GDPR) and other data protection regulations are:

- Facebook (Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland)
- Instagram (Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland)

- Youtube (Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland)
- Xing (Xing SE, Dammtorstraße 30, 20354 Hamburg, Germany)
- LinkedIn (LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland)
- Twitter (Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA)
- TikTok (TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland)
- Pinterest (Pinterest Europe Ltd., Palmerston House, 2dn Floor, Fenian Dublin 2, Ireland)

However, you use these platforms and their functions (e.g. commenting, sharing, rating) on your own responsibility.

We further point out that when you use these platforms, your data may be processed outside the European Union. As a result of being certified under the EU-US Privacy Shield, US providers guarantee that EU data protection standards will be respected, including when data is processed in the United States.

Purposes and legal bases of data processing

We maintain the fan pages in order to communicate with the visitors of these pages and to inform them about our services. In addition, we collect data for statistical purposes in order to develop and optimize the content and to make our offer more attractive. The required data (e.g. total page views, page activity and visitor-provided data, interactions) is processed and made available by the social networks. We do not have any influence on the generation and presentation.

In addition your personal data will be processed by the providers of social media, but also by die Westermann GmbH & Co. KG [if applicable], for marketing research and advertising purposes. For example, user profiles may be generated on the basis of your usage behaviour and associated interests. This makes it possible to activate ads both within and outside these platforms that presumably correspond to your interests. As a general rule, cookies are stored on your device for this purpose. Regardless of this, the usage profiles may also be used to store data that is not collected directly from your device. The storage and analysis also takes place across all devices, this applies in particular, but not exclusively, if you are registered as a member and logged in to the respective platforms.

The processing of your personal data by Westermann GmbH & Co. KG is based on our legitimate interests in effectively informing and communicating in accordance with Art. 6 para. 1 sentence 1 lit. f. GDPR.

If you are asked to consent to data processing (if you declare your consent by confirming a button or similar /opt-in), the legal basis of the processing is Art. 6 para. 1 sentence 1 lit. a, Art. 7 GDPR.

Your rights / Right to object

If you are member of a social network and do not want the network to collect information about you via our website and link it to your stored membership data on the respective network, you must

- log-out of the respective network before visiting our fan page,
- delete the existing cookies on your device and
- Close and reopen your browser.

The next time you log in, however, you will be recognized by the network again as a specific user. For a detailed description of the respective processing and the right of objection (opt-out), we refer to the following linked data:

Facebook:

Privacy Policy (<https://www.facebook.com/about/privacy/>)

Opt-Out (<https://www.facebook.com/settings?tab=ads> and <http://www.youronlinechoices.com>)

Privacy Shield (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>)

Instagram:

Privacy Policy (<https://help.instagram.com/519522125107875>)

Opt-Out

(http://www.networkadvertising.org/managing/opt_out.asp and <http://www.youronlinechoices.com>)

Privacy Shield (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>)

YouTube:

Privacy Policy (<https://policies.google.com/privacy>)

Opt-Out (<https://tools.google.com/dlpage/gaoptout?hl=de> and <http://www.youronlinechoices.com>)

Privacy Shield (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>)

Xing:

Privacy Policy (<https://privacy.xing.com/de/datenschutzerklaerung>)

Opt-Out (<http://www.youronlinechoices.com>)

LinkedIn:

Privacy Policy (<https://www.linkedin.com/legal/privacy-policy>)

Opt-Out (<https://www.linkedin.com/legal/cookie-policy> and <http://www.youronlinechoices.com>)

Privacy Shield (<https://www.privacyshield.gov/participant?id=a2zt0000000LOUZA0>)

Twitter:

Privacy Policy (<https://twitter.com/de/privacy>)

Opt-Out (<https://help.twitter.com/de/safety-and-security/privacy-controls-for-tailored-ads>)

Privacy Shield (<https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>)

TikTok:

Privacy Policy (<https://www.tiktok.com/legal/privacy-policy-eea?lang=de&selection=true>)

Opt-Out (<https://www.tiktok.com/legal/cookie-policy?lang=de>)

Pinterest

Privacy Policy: policy.pinterest.com/de/privacy-policy

Opt-Out: policy.pinterest.com/de/cookies and www.youronlinechoices.com;

Privacy Shield: www.privacyshield.gov/participant?id=a2zt00000008VVzAAM&status=Active

Sprout Social:

For our online content we use the services of Sprout Social. The provider is Sprout Social Inc., 131 Dearborn St. Floor 7, Chicago, IL 60603, USA. The functions provided by Sprout Social enable us to evaluate social media activity. This is a client management tool which collects and presents messages and posts to our

social media sites in a clear and efficient way, allowing us to analyse and respond to said messages and posts quickly. The legal basis for this is our legitimate interest according to art. 6 para. 1 lit. f) DSGVO. Only data which you have sent to our social media site through messages or posts, and which are directly visible to us on our social media site, will be collected. Further information can be found in the data protection clauses of Sprout Social: <https://sproutsocial.com/de/privacy-policy/>. Sprout Social is committed to compliance with the data protection principles set out in EU legislation (<https://www.privacyshield.gov/participant?id=a2zt0000000TOR6AAO&status=Active>). In addition, we have concluded a so-called 'Data Processing Agreement' with Sprout Social, in which Sprout Social commits to protecting customer data and not passing it on to third parties.

In total, you have the following rights with regard to the processing of your personal data: right of access, right to rectification, right to data portability, right to object to data processing, right to erasure, right to restriction of data processing. You are also entitled to lodge complaints with a supervisory authority for data protection. However, Westermann GmbH & Co. KG does not have complete access to your personal data, you should contact the social media providers directly for asserting your rights because they have access to their users personal data and can take appropriate actions and provide information.

Should you still need help, we will of course try to support you. Please contact us at [datenschutzbeauftragter\(at\)westermanngruppe.de](mailto:datenschutzbeauftragter(at)westermanngruppe.de)