



# Data privacy information for the internet site of Telekom Deutschland GmbH ("Telekom")

## General

Telekom Deutschland GmbH attaches great importance to protecting your personal data. We always inform you what personal data we collect, how your data is used, and how you can influence the process.

### 1. What data is recorded, how is it used, and how long is it stored?

- a) **Technical features:** When you visit our web pages, the web server temporarily records the domain name or your computer's IP address, the file requested (file name and URL) by the client, the http response code, and the website from which you are visiting us. The recorded data is used solely for data security purposes, particularly to protect against attempted attacks on our web server (Article 6 (1) f GDPR). We do not use it to create individual user profiles nor do we share this information with third parties. It is erased after seven days at the latest. We reserve the right to statistically analyze anonymized data records.
- b) **User surveys/customer feedback with Usabilla:** These websites use the service from the contract data processor Usabilla B.V., Amsterdam, Netherlands, to provide customer surveys. Website ratings and your feedback can be surveyed (Article 6 (1) a GDPR). Our customers' opinions and improvement suggestions crucially help us improve our web pages. Only anonymous information is processed and there is no way of tracing the sender. Personal data or personally identifiable data is not transferred at any time. We store and analyze the data for a period of 24 months. Two different methods can be used to conduct the surveys:
  - I. The feedback button on the website. You can use this button at any time to provide us with your feedback. No data is transferred unless you use this function.
  - II. An active feedback survey can also be displayed on the website. You can reject this survey or cancel it at any time. Answers are only sent once you have completed the survey.
- c) **Chatbot:** If you use the chatbot ("digital assistant") on the web page or contact to customer service, different types of information will be transmitted to the communication platform during the automated chat (Article 6 (1) a GDPR). This includes, for example, the questions and answers you have entered (chat history), or your customer data if you have logged in with your Telekom login credentials. We process the collected data in the cloud-based communication system provided by our contract data processor IBM Deutschland GmbH ("IBM," Wilhelm-Fay-Straße 30-34, 65936 Frankfurt, Germany). Any personal data, such as your name, address, telephone number, or email address, will be pseudonymized before being transmitted to the contract data processor. The data will be hosted in the IBM cloud data center located in Frankfurt am Main, Germany. To further improve this service, any potentially personal data will be deleted from the data records by an anonymization service before it is used. The pseudonymized chat history will be deleted when the exchange is ended. If necessary and subject to your consent, the chatbot may wish to transfer you to our customer service text chat. Provided you are logged into your Telekom account, this will entail the transmission of the chat history and any available customer data to the text chat.
- d) **Text or video chat:** If you use the text or video chat on the website to contact the Customer Services department, various types of information are sent to the customer adviser when you initialize the chat (Article 6 (1) a GDPR). This includes login data, customer data (telephone number, customer number, and latest chat history), as well as the help topic you have selected on the web page, the versions of your browser and operating system, and similar data. The chat platform provided by the contract data processor Genesys will also regularly transmit information about the availability of the chat service. Using this information, the button on the website to start the text or video chat is enabled or disabled. We will store the start and end times of a chat (the session) for a period of seven days. A session cookie will then be placed on the computer for the duration of the session. The cookie is deleted once the session has ended. We store the chat history for up to eight days and use it for any queries that may arise. We reserve the right to statistically analyze anonymized data records.
- e) **Text messaging:** If you use text messaging for contacting customer service, different types of information will be collected when you make contact for the first time (Article 6 (1) a GDPR). This includes, for example, your cell phone number, first and last name, and the nature of your inquiry. The processing takes place via the internal chat platform of Telekom and the contract data processor, which is Genesys. We store the session content for a maximum of 12 months and will use it for any queries that may arise. We reserve the right to statistically analyze anonymized data records.
- f) **Text Chat TelekomCLOUD:** If you use the text chat on the TelekomCLOUD website to contact the Customer Services department, different types of information are sent to the chat system (Article 6 (1) b, f GDPR) and are erased after seven days. This includes your IP address, browser version, operating system version; this data cannot be viewed by our customer adviser. The data created during the service chat is transferred to our CRM system (Salesforce Service Cloud). The CRM system is operated by Salesforce Inc. and is hosted in Europe. The system erases the chat content within 24 hours. Additional chat data (starting time, chat duration, internal remarks, customer data requested during the chat) is anonymized after 28 days. The chat platform also regularly transfers information regarding the accessibility of the chat service function to the TelekomCLOUD website. Using this information, the button on the website to start the text chat is enabled or disabled.
- g) **TelekomCLOUD Marketplace:** We will use your personal data exclusively for the technical administration of the websites and to meet your wishes and requests. Other personal details, such as your name, address, telephone number or email address, are not recorded unless you provide this information voluntarily or in the course of registering in the TelekomCLOUD marketplace. The data you supply when contacting us, the extent of which can be seen in the contact form, is used exclusively by Telekom Deutschland GmbH to respond to inquiries and provide

services. Only if you have given us your prior consent do we also use this data for product-related surveys and marketing purposes – but only to the extent required in each specific case and only in accordance with your prior consent. Personal data will only be disclosed to third parties if express consent has been given by the individual concerned. Our partners are contractually obligated to treat your data confidentially and in accordance with legal provisions. You decide when registering whether we may use your data for our own marketing purposes. You will only receive advertising from us if you agree to your data being used in this way. You may opt out of such use and withdraw any prior consent at any time.

When you register, we process and use the contract data collected upon conclusion of the contract and during the term of the contract that is required for both sides to properly perform the contract, as well as any data provided voluntarily (contract data). Contract data includes the form of address, last name, first name, address, date of birth, telephone numbers and/or email addresses, data for settlement of payments, sales data – broken down according to the services you use, products, and information about the products you are already using. If you set up additional users, their data will also be stored. Your contract data will only be retained beyond the end of the contract in accordance with contractual regulations, and such storage is limited to the required minimum. We will store the text of the contract and send you your order data by email. Your contract data will be deleted at the latest 90 days after termination of the contractual relationship by deleting your user account.

**Usage and billing data:** We store and use billing data for the proper provision of our services and for billing purposes. Billing data includes information on the start and end of each usage and the services used.

#### **Customer data processing with Salesforce:**

To process customer service requests and enable customer communication by email or telephone in accordance with the permissions you have given us, your personal customer data is stored and processed in our CRM system (Salesforce Service Cloud and Salesforce Marketing Cloud). The CRM system is operated by Salesforce Inc. Your personal data is encrypted and is thus inaccessible to Salesforce itself.

If you have given us permission to do so, we will collect email usage information (whether email has been sent, opened, clicks) via this system in order to improve our service for you and provide you with suitable information. If you no longer agree to this, you can opt out at any time under "My Settings."

- h) For the identity check required when entering into a contract, the video chat uses the Video Ident service provided by our contract data processor, which is [Purpleview GmbH](#) (Article 6(1) b GDPR). The video chat and the Video Ident service will place a session cookie, which remains on the computer for the duration of the web session and is deleted once the web session has ended. We will only store data about the session, and in particular its start and end times, for a duration of seven days. No video content is stored.
- i) Fraud prevention: To prevent fraud in our webshop, we have retained the fraud prevention services of [RiskIdent GmbH](#) (Article 6 (1) b GDPR). RiskIdent collects and processes

data on our webshop's websites using cookies and tracking technology to ascertain the user's device. Wherever RiskIdent collects IP addresses, these are anonymized immediately. The data processed by RiskIdent is stored in a fraud prevention database. We access this data as part of the ordering process for risk assessment purposes. We also transfer data on devices which have already been used to commit (attempted) fraud to RiskIdent.. The data is not assigned to any one individual at any time.

- j) Other: personal details such as your name, address, telephone number, or email address will not be collected unless you provide this information voluntarily.  
More information on our [newsletter](#) can be found here.

## **2. Controlling data used by social-media plug-ins and links to social media platforms**

Some offer pages may contain social media network buttons (e.g., Facebook, Google, Instagram, Twitter, Pinterest, Xing, or LinkedIn) which you can use to recommend the services of Telekom Deutschland GmbH to your friends and family. To ensure you retain full control of the data, the buttons used provide direct contact between the respective social network and the visitor only once you actively click on the button (1-click solution).

We use pictograms from the respective social media networks on our web pages. You will only be forwarded to the company website of the respective social media platform when you click on a pictogram. The social media platforms and providers of third-party content that can be accessed by clicking on a pictogram provide their services and process their data under their own responsibility. When the social media plug-in or link is activated by clicking on the pictogram, including when sharing content, (Article 6(1) a GDPR), the following data may be forwarded to the social media provider: IP address, browser information, operating system, screen resolution, installed browser plug-ins (such as Adobe Flash Player), previous web page if you followed a link (referrer), URL of the current web page, etc. The next time the web page is visited, the social media plug-ins are again provided in the preset inactive mode. This ensures that no data is transmitted when the web page is visited again. Further information on social media plug-ins and the scope and purpose of data processing by their providers, as well as additional data protection-relevant information can be found in the data privacy statements published by the respective controller and in the information on the [1-click solution](#).

## **3. Will my usage habits be evaluated, e.g., for advertising purposes or tracking?**

### **Explanations and definitions**

We want you to enjoy using our websites and take advantage of our products and services. We have an economic interest in ensuring this is the case. We analyze your usage habits on the basis of anonymized or pseudonymized data so you can find the products that interest you and so we can make our websites user-friendly. We or companies commissioned by us to process data create usage profiles to the extent permitted by law. This information cannot be traced back to you directly. The following information is intended to provide you with general information on the various purposes of processing data. The cookie message displayed when visiting our web page gives you the opportunity to permit or reject the use of cookies. Cookies that are strictly necessary to provide the web service cannot be rejected (see explanation under 3. a)).

#### **Tag management (strictly necessary)**

Tag management allows us to manage the use of tools on the different web pages of our web portal. A tag is set for each page to do this. Based on the tag, the system can determine which tracking tools should be used for this page. Tag management can be used to specifically control tracking so that the tools are only used where appropriate.

#### **Market research/reach measurement (opt-in)**

Reach measurement provides statistics on a website's usage intensity and the number of users, along with comparable figures for all the connected services. Individual users are not identified at any time. Your identity is always protected.

#### **Profiles for a user-gear presentation of the web portal (opt-in)**

The compilation of clickstream analyses assists us in continuously improving our web pages. The clickstream corresponds to your movement on the web pages. Analyzing the movement provides us with an insight into usage habits on our web pages. This allows us to detect any existing structural deficiencies in our web pages and thereby improve them accordingly.

#### **Profiles for personalized recommendations (opt-in)**

Telekom would like to offer you individually targeted and personalized take-action and click recommendations for special offers, services, or products. This involves our service providers compiling a pseudonymous profile about the services and websites accessed by you and assigning categories to the profile. The system displays content or information that matches your profile.

#### **Cross-device and cross-partner profiles for serving advertising and web content that is geared to your interests (opt-in)**

On our websites we record, among other things, information on your usage habits so we can play out web content and online advertising that is better tailored to your interests. We collaborate with partners so we can do this on a cross-device and cross-service provider basis. We and our partner companies issue an ID for each of the devices you use by accessing your hashed login data. This lets us assign the various issued IDs to each other in those cases where you have logged on to our websites using various devices. All partners transfer to a trusted third party the ID and the information regarding which user (login) this ID is assigned to. The trusted third party encrypts all information transferred to it. It is therefore no longer possible to assign the information to an individual. The encrypted information is then transferred to emetriq GmbH for analysis. emetriq GmbH provides the analysis results to the individual partners via the trusted third party, which then decrypts these results. This makes it possible in individual cases to assign a device to a user on a cross-partner basis, even though this user has not logged on to our websites with their device. We can also assign to each other your usage of our services from various devices. The advantage of this process is that the offering can be tailored to the individual's interests even without a login. Furthermore, emetriq GmbH can use the analysis results for third parties so that these third parties can also play out on their websites advertising and services tailored to the user's interests on a cross-device basis.

To process TelekomCLOUD-related customer service inquiries and enable customer communication by email or telephone in accordance with the permissions you have given us, your personal customer data is stored and processed in our CRM system from Salesforce Inc.

#### **a) Required cookies**

These cookies are required to enable you to navigate through the web pages and use key functions. They support basic functions, such as order processing in the online shop and access to secured areas of the web page. They also serve the purpose of performing an anonymous analysis of user patterns, which we use to continuously develop and improve our web pages for you. The legal basis for these cookies is

Company	Purpose	Storage period	Involved as
Telekom	Shopping cart	Session cookie	Controller
Telekom	Login	Session cookie, cookie stays logged in (12 months)	Controller
Telekom	Statistical analysis	Cookie (6 months)	Controller
Tealium	Tag management	Cookie (3 months)	Processor
Webtrekk	Statistical analysis	Cookie (6 months)	Processor

Article 6 (1) b) GDPR.

#### **b) Cookies - if the use of tools is optional**

These cookies are deployed when you use additional functions, such as chat. The possible functions are explained in section one of this data privacy information. The legal basis for these cookies is Article 6 (1) a) GDPR.

Company	Purpose	Storage period	Involved as
Genesys	Text or video chat	Cookie (24 months)	Processor
PurpleView	Video Ident	Cookie (24 months)	Processor
Usabilla	User surveys	Cookie (24 months)	Processor
IBM Germany	Chatbot	Session cookie	Processor

#### **c) Analytical cookies**

These cookies help us to improve our understanding of user behavior. Analysis cookies allow for the compilation of usage and identification data by the original provider or third-party providers into pseudonymous usage profiles. We use analysis cookies, e.g., to determine the number of individual visitors to a web page or a service, to collect statistical data on the performance of our products, and to analyze the visitors' usage patterns and visitor interactions on the basis of anonymous and pseudonymous information. This information cannot be traced back to a person. The legal basis for these cookies is Article 6 (1) a) GDPR.

Company	Purpose	Storage period	Involved as
Adjust	Customized design	Cookie (30 days)	Processor
Contiamo	Customized design and market research	Cookie (24 months)	Processor

Dialog3 60	Fault reports, advertising	Cookie (24 months)	Processor
Ipsos (formerly GfK)	Market research	Session cookie	Processor
INFOline	Reach measurement	Cookie (60 days)	Processor
IntelliAd	Customized design	Cookie (24 months)	Processor
Artefact (formerly Metalyzer)	Affiliate	Cookie (30 days)	Processor
Mapp (formerly Teradata )	Affiliate	Cookie (30 days)	Processor
Oracle Maxymiser	A/B testing	Cookie (24 months)	Processor
AT Internet	Customized design	Cookie (6 months)	Processor

Cookie settings: You can recall your [cookie settings](#) at any time to manage your preferences.

#### d) Marketing cookies/retargeting

These cookies and similar technologies are used to enable the display of personalized and therefore relevant marketing content. Marketing cookies are used to serve interesting web content and to measure the effectiveness of our campaigns. This happens not only on Telekom Deutschland GmbH web pages, but also on the pages of other advertising partners (third-party providers). This is also called retargeting and is used to create a pseudonym profile of interests and to activate relevant advertising on other websites. This information cannot be traced back to a person. Marketing and retargeting cookies assist us in serving you advertising content that is potentially relevant for you. By suppressing marketing cookies, you will continue to see the same number of ads, but they may be less relevant for your interests. The legal basis for these cookies is Article 6 (1) a) GDPR.

Company	Purpose	Storage period	Involved as
Ad4Mat	Advertising	Cookie (24 months)	Processor
Adform	Advertising	Cookie (60 days)	Processor
AdScale	Advertising	Cookie (12 months)	Processor
AppNexus	Advertising	Cookie (3 months)	Processor
Yieldlab	Advertising	Cookie (12 months)	Processor
Usemax/Emego	Advertising	Cookie (24 months)	Processor
Webtrekk	Marketing automation	Cookie (6 months)	Processor
emetricq (formerly	Profile generation,	Cookie (12 months)	Processor

Xplosion)	advertising		
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Cookie settings: You can recall your [cookie settings](#) at any time to manage your preferences.

- e) **Services by other companies (independent third parties)**  
 Some of our web pages feature services of third-party providers, who bear the sole responsibility for their services. When you visit one of our web pages, cookies, or similar technologies may collect data and send it to third parties. Some of the data may be transmitted for Telekom's own purposes. The legal basis for these cookies is Article 6 (1) a) GDPR. The scope, purpose, and legal basis on which further processing is carried out for the third party's own purposes can be found in the third party's data privacy information. Information about these independent third party providers can be found in the following.

#### Google

We use Google Maps for maps, locations, and route planning on individual websites, e.g., in the Store Locator, which you can access via the "Service" tab and the "Shops" menu item in the top section of Telekom's product pages. Google Maps is run by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. By embedding Google Maps, your IP address is transferred directly to Google and a cookie stored as soon as you visit this kind of website. You can obtain information and opt out at any time from data processing by Google at <http://www.google.de/intl/de/policies/privacy>.

We use the remarketing and Google AdWords function from Google Inc. ("Google") on our websites. This function is implemented via a cookie and is used to present website users with web advertising tailored to their interests as part of the Google advertising network. Users can then be shown on these pages advertisements which relate to content users have accessed previously on websites that use the Google remarketing function. According to its own statements, Google does not collect any personal data with this process. If you, however, do not want to use Google's remarketing function, you can disable this permanently by adjusting the relevant settings at <http://www.google.com/settings/ads>. Alternatively you can disable the use of cookies for targeted advertising via the advertising network initiative by following the instructions at [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp). Further information on Google remarketing and Google's privacy policy is available at: <https://policies.google.com/technologies/ads?hl=de>.

If you access our websites via a Google ad, Google AdWords stores a cookie on your computer. This cookie becomes invalid after 30 days. No conclusions can be drawn about you as a person. We use the information collected with the aid of this conversion cookie to create statistics about our conversion rate. This means that we find out how many users came to our websites via a Google ad and acquire a product within 30 days. If you do not wish to participate in the tracking process, you can disable cookies for conversion tracking by specifying in your browser settings that cookies from the relevant domain are to be blocked: Google AdWords: [googleadservices.com](http://googleadservices.com)

### **Facebook**

We use the Facebook service Customer Audience and the Facebook pixel on our websites to optimize our advertising offering, provided you have given the relevant consent to Facebook. Further information on these Facebook services and privacy information from Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook") can be accessed under the link <https://www.facebook.com/privacy/explanation>. If you use a Facebook User Account, the set Facebook cookie makes the Facebook pixel aware of this on our websites. The same cookie is used to transfer the collected usage data to Facebook for analysis and marketing purposes. You can check and/or disable directly via Facebook the way in which Facebook collects, further processes, and uses this data. The Facebook pixel is a JavaScript code which transfers the following data to Facebook:

- I. HTTP header information (including IP address, web browser information, page storage location, document, website URL and web browser user agent, referrer URL, as well as date and time of use)
- II. Pixel-specific data; this includes the pixel ID and Facebook cookie data, including your Facebook ID (this data is used to link events to a certain Facebook advertising account and to assign them to a Facebook user)
- III. Additional information on visiting our websites, as well as on standard- and user-defined data events.
  - a. Orders placed (sales transactions)
  - b. Registrations and trial subscriptions completed
  - c. Products searched, product information accessed

The aforementioned data processing only affects users that have a Facebook account or have accessed a Facebook partner page (whereby a cookie was set). The playing out of advertising on Facebook (partner) pages on the basis of the Customer Audience service does not affect any users that are not Facebook members. If the Facebook ID included in the Facebook cookie can be assigned to a Facebook user, Facebook assigns this user to a target group (Custom Audience) on the basis of the rules stipulated by us, provided the rules are relevant. We use the information obtained in this way to present Telekom advertising on Facebook (partner) pages. If you would like to opt out from using the Facebook pixel, you can set an opt-out cookie on Facebook or disable JavaScript in your browser. Further information along with setting options for protecting your personal privacy for advertising purposes is available in the Facebook privacy guidelines at [https://www.facebook.com/ads/website\\_custom\\_audiences/](https://www.facebook.com/ads/website_custom_audiences/).

Cookie settings: You can recall your [cookie settings](#) at any time to manage your preferences.

### **4. Where can I find the information that is important to me?**

This data privacy information provides an overview of the items which apply to Telekom processing your data in this web portal. Further information, including information on data protection for

specific products, is available at

<https://www.telekom.com/en/corporate-responsibility/data-protection-data-security/data-protection> and  
<https://www.telekom.com/en/deutsche-telekom/privacy-policy-1744>.

### **5. Who is responsible for data processing? Who should I contact if I have any queries regarding data privacy at Telekom?**

The controller is Telekom Deutschland GmbH, Landgrabenweg 151, 53327 Bonn, Germany. If you have any queries, please contact our Customer Services department or the Global Data Privacy Officer, Dr. Claus D. Ulmer, Friedrich-Ebert-Allee 140, 53113 Bonn, Germany, [datenschutz@telekom.de](mailto:datenschutz@telekom.de).

### **6. What rights do I have?**

You have the right

- a) to request information on the categories of personal data concerned, the purposes of the processing, any recipients of the data, and the envisaged storage period (Article 15 GDPR);
- b) to request that incorrect or incomplete data be rectified or supplemented (Article 16 GDPR);
- c) to withdraw consent at any time with effect for the future (Article 7 (3) GDPR);
- d) to object to the processing of data on the grounds of legitimate interests, for reasons relating to your particular situation (Article 21 (1) GDPR);
- e) to request the erasure of data in certain cases under Article 17 GDPR – especially if the data is no longer necessary in relation to the purposes for which it was collected or is unlawfully processed, or you withdraw your consent in accordance with (c) above or object in accordance with (d) above;
- f) to demand under certain circumstances the restriction of data where erasure is not possible or the erasure obligation is disputed (Article 18 GDPR);
- g) to data portability, i.e., you can receive your data that you provided to us in a commonly used and machine-readable format, such as CSV, and can, where necessary, transfer the data to others (Article 20 GDPR);
- h) to file a complaint with the competent supervisory authority regarding data processing the German Federal Commissioner for Data Protection and Freedom of Information (*Bundesbeauftragter für den Datenschutz und die Informationsfreiheit*) for any other matters: the State Commissioner for Data Protection and Freedom of Information, North Rhine-Westphalia, (*Landesbeauftragte für den Datenschutz und die Informationsfreiheit Nordrhein-Westfalen*).

### **7. Who does Telekom pass my data on to?**

To processors, i.e., companies we commission to process data within the legally defined scope, Article 28 GDPR (service providers, agents). In this case, Telekom also remains responsible for protecting your data. We engage companies particularly in the following areas: IT, sales, marketing, finance, consulting, customer services, HR, logistics, and printing.

To cooperation partners, who, on their own responsibility, provide services for you or in conjunction with your Telekom contract. This is the case if you order services of these partners from us, if you consent to the involvement of the partner, or if we involve the partner on the basis of legal permission.

Owing to legal obligations: In certain cases, we are legally obliged to transfer certain data to a state authority that requests it.

**8. Where is my data processed?**

In general, your data is processed in Germany and in Europe.

If, in exceptional cases, your data is also processed in countries outside the European Union (i.e., in third-party countries), this is done only if you have explicitly given your consent, if it is required so we can provide you with services, or if it is prescribed

by law (Article 49 GDPR). Furthermore, your data is processed in third-party countries only if certain measures ensure a suitable level of data protection (e.g., EU Commission's adequacy decision or suitable guarantees, Art.44 et seq. GDPR).

Data privacy information last revised October 22, 2020