



Data privacy information T-Systems International GmbH („Telekom“) for eShop

T-Systems International 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.

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

Technical characteristics:

When you visit our websites, 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 (1f) 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.

For proper rendering of our services:

We use your personal data exclusively for the technical administration of our websites and to meet your wishes and requests. Other personal details, such as your name, address, telephone number or e-mail address, are not recorded unless you provide this information voluntarily or in the course of registering in the eShop. The data you supply when contacting us, the extent of which can be seen in the contact form, are used exclusively by Telekom Deutschland GmbH and T-Systems International 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.

Contract data: When you register, we process and use the data collected upon conclusion of the contract and during the term of the contract that are required for both sides to properly perform the contract, as well as any data provided voluntarily (contract data). Contract data include the form of address, last name, first name, address, date of birth, telephone numbers and/or e-mail addresses, data for settlement of payments, sales data - broken down according to the service 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 e-mail. Your contract data will be deleted 90 days after the contract is terminated, by deleting your user account.

Usage and billing data: For proper rendering of our services and for billing purposes we store and use your billing data in accordance with legal regulations. 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 e-mail 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 data (company, contact, address, telephone number, e-mail, application user (name/e-mail address) and marketing permissions) is hosted in Europe, Canada and the USA by Salesforce and encrypted in unaltered form (i.e. neither anonymized nor pseudonymized) using a standardized process, and is thus inaccessible to Salesforce itself.

If you have given us permission to do so, we will collect e-mail usage information (whether e-mail has been 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 "Your account".

Payment with credit card:

When paying by credit card, we use the 3D Secure 2.0 method. Through the individual, data-based risk assessment, transactions can be approved directly and without further buyer interaction (input of a 3D Secure Code). For the purpose of risk assessment, the shop system sends the following data via the payment service provider to the card-issuing bank (issuer): Company name, billing address (city, street, postal code, country)

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. Deutsche Telekom or its contract data processors create usage profiles that comply with the legal requirements. 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 webpages 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 at 1. above).

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. The tag content determines which tools will be used for this page. Tag management is used to assure that the tools are in each individual case 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. Market research is designed to learn more about the target groups that use services or applications and view advertisements. Individual users are not identified at any time. Your identity is always protected.

Profiles for a user-geared 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 websites. Analyzing the movement provides us with an insight into usage habits on our websites. This allows us to detect any existing structural deficiencies in our web pages and thereby improve them accordingly.

Profiles for personalized recommendations (opt-in)

Deutsche 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.

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 Article 6 (1) b GDPR respectively for third Countries Art. 49 (1) b GDPR.

Company	Purpose	Storage period	Country of processing
Telekom	Shopping cart	Session cookie	Germany
Telekom	Login	Session cookie or 12 months (staying logged in)	Germany

Tealium	Tag management	Cookie (3 months)	Netherlands
Mapp (formerly Webtrekk)	Improvement Website, failure analysis	Cookie (6 months)	Germany

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 respectively for third Countries Art. 49 (1) a GDPR.

Company	Purpose	Storage period	Country of processing
Adjust	Customized design	Cookie (30 days)	Germany
Contiamo	Individualized visual presentation and market research	Cookie (24 months)	Germany
360Dialog GmbH	Fault reports, advertising	Cookie (24 months)	Germany
Ipsos (formerly GfK)	Market research	Session cookie	Europe
INFOonline	Reach measurement	Cookie (60 days)	Europe
IntelliAd	Customized design	Cookie (24 months)	Germany
Artefact (formerly Metalyzer)	Affiliate	Cookie (30 days)	Germany
Mapp (formerly Webtrekk)	Customized design, marketing, personalization, newsletter	Cookie (30 days)	Germany
Matomo (formerly Piwik)	Customized design	Cookie (13 months)	Germany
Oracle Maxymiser	A/B testing	Cookie (24 months)	Germany
AT Internet (Xiti)	Customized design	Cookie (6 months)	Europe

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 in Apps or on Telekom webpages, but also on the pages of other advertising partners (third party providers). This is also called retargeting. It is used to create pseudonymous content or ad profiles, to the placement of relevant advertising on other websites and to derive insights into target groups that have viewed the ads and content. 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 respectively for third Countries Art. 49 (1) a GDPR.

Company	Purpose	Storage period	Country of processing
Ad4Mat	Advertising	Cookie (24 months)	Germany

Adform	Advertising	Cookie (60 days)	Europe
AdScale	Advertising	Cookie (12 months)	Germany
Xandr (Formerly AppNexus)	Advertising	Cookie (3 months)	USA
Yieldlab	Advertising	Cookie (12 months)	Germany
Iridion	Advertising	Cookie (12 months)	Germany
Usemax/Emego	Advertising	Cookie (24 months)	Germany
Mapp (formerly Webtrekk)	Marketing automation (personalization)	Cookie (6 months)	Germany
Emetrig (formerly Xplosion)	Profile generation, advertising	Cookie (12 months)	Germany

Services by other companies (independent third party providers)

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 Deutsche Telekom's own purposes. The legal basis for these cookies is Article 6 (1) a GDPR respectively for third Countries Art. 49 (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 tab "Service" and menu item "Shops" on the top section of Deutsche Telekom's product pages. Google Maps is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States. 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. 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

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 data 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:

- HTTP header information (including IP address, web browser information, page storage location, document, website URL and web browser user agent, as well as date and time of use)
- 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)
- Additional information on visiting our websites, as well as on standard- and user-defined data events.
 - Orders placed (sales transactions)
 - Registrations and trial subscriptions completed
 - 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 Deutsche 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 from the Facebook privacy guidelines at https://www.facebook.com/ads/website_custom_audiences/.

LinkedIn

The re-targeting and conversion tracking of LinkedIn ([LinkedIn Ireland](#), Wilton Plaza, Wilton Place, Dublin 2, Ireland) using the LinkedIn Insight tag allows the collection of statistical, pseudonymous data (referrer URL, IP address (abbreviated), device and browser properties) about the website visit and use of our website and to provide corresponding aggregated statistics on this basis. In addition, this information is used to display interest-specific and relevant offers and recommendations after you have been interested in certain products, information and offers on our website. This information is stored in a cookie for 6 months. You can inform yourself at any time about the data processing by LinkedIn at https://www.linkedin.com/legal/privacy-policy?trk=registration_footer_privacy-policy and object to this.

Ströer Digital Publishing GmbH

For advertising purposes and for user analysis, the following data is transmitted to Ströer Digital Publishing GmbH (<http://www.stroerdigitalpublishing.de>).

- HTTP calls to servers of Ströer Digital Publishing GmbH and their analysis providers in order to retrieve and display advertising and message content. These HTTP calls enable the following analyses for the provision of advertising and message content: access by the Telekom Mail Portal, device type (smartphone/tablet), operating system, placement, IP address and information that can be derived from the IP address (Internet provider, IP-based region or IP address), IP-based location), mapping to ad campaigns, clicking ads.

In order to enable billing and anonymous statistical analyses for the displayed advertising content, counting information is also transmitted to Digital Media Products GmbH and advertisers and their analysis providers with the help of HTTP (S) calls. However, this counting information is not linked to the device-specific ID. If you do not want the click on ads to be measured, please do not click on ads.

Detailed information on the above-described use by Ströer Digital Publishing GmbH is available at: <https://www.stroer.de/digitale-werbung/werbemedien/targeting-data/datenschutz.html>

emetriq GmbH

emetriq is a provider of targeting services for the online marketing of advertising space. Targeting stands for a precise target group approach in online marketing. For this purpose, emetriq operates a data pool whose aim

is to significantly improve the quality of targeting so that advertisers can display relevant advertising according to your interests. In order to enable user-specific advertising to be displayed, [emetriq GmbH, Vorsetzen 35, 20459 Hamburg, Germany](#), collects information about the surfing behavior and the usage of the website or the app usage. Cookies, measuring pixels, APIs or SDKs are used, which collect or can process the following information:

- Cookie ID, Identifier for Advertising (IDFA) or Advertising-ID (AdID)
- Information of the app or browser, for example browser identification, time zone, language, operating system
- Information about seen or clicked on advertising banners
- URL of the visited websites of our connected marketers
- surfing behaviour in the online shop, for example which article categories and which article descriptions were viewed
- etc.

The IP address is transmitted to emetriq for technological reasons. However, this is immediately discarded and is not used or further processed anywhere. The collected data is already pseudonymised in the user's app or browser and only then it is transferred to the data pool. All collected information about a user is exclusively based on an automatically and randomly generated cookie ID, or of the IDFA or AdID. A cookie is a text file on a device (e. g. computer) and is always assigned to a browser. If a user uses two or more browsers on his device, a corresponding number of cookies are generated on the terminal device. All collected information about a user is stored exclusively with this pseudonymous ID. emetriq will delete this data after 6 months at the latest.

Where can I find the information that is important to me?

This data privacy information provides an overview of the items which apply to Deutsche Telekom processing your data in this web portal.

Further information, including information on data protection in general and in 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>.

Who is responsible for data processing? Who should I contact if I have any queries regarding data privacy at Deutsche Telekom?

T-Systems International GmbH acts as the data controller. 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.

What rights do I have?

You have the right

- 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 (Art. 15 GDPR);
- To request that incorrect or incomplete data be **rectified** or supplemented (Article 16 GDPR);
- To **withdraw** consent at any time with effect for the future (Art. 7 (3) GDPR);
- To **object** to the processing of data on the grounds of legitimate interests, for reasons relating to your particular situation (Article 21 (1) GDPR);
- To request the **erasure** of data in certain cases under Art. 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 according to (c) above or object according to (d) above;
- To demand, under certain circumstances, the **restriction** of data where erasure is not possible or the erasure obligation is disputed (Art. 18 GDPR);
- To **data portability**, i.e., you can receive the 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 (Art. 20 GDPR);
- to **file a complaint about the data processing** with the responsible **supervisory authority** (for telecommunications contracts: the German Federal Commissioner for Data Protection and Freedom of Information (Bundesbeauftragter für den Datenschutz und die Informationsfreiheit); for any other matters: State Commissioner for Data Protection and Freedom of Information, North Rhine-Westphalia (Landesbeauftragter für den Datenschutz und die Informationsfreiheit Nordrhein-Westfalen)).

Who does Deutsche Telekom pass my data on to?

To processors, i.e., companies we engage to process data within the legally defined scope, Article 28 GDPR (service providers, agents). In this case, Deutsche 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 Deutsche 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.

Where is my data processed?

Your data will be processed in Germany and other European countries. If, in exceptional cases, your data is processed in countries outside the European Union (in so-called third countries), this will take place

- a) if you have expressly consented to this (Article 49 (1) a GDPR). (In most countries outside the EU, the level of data protection does not meet EU standards. This concerns in particular comprehensive monitoring and control rights of state authorities, e. g. in the USA, which disproportionately interfere with the data protection of European citizens,
- b) or to the extent necessary for our service provision to you (Article 49 (1) b GDPR),
- c) or to the extent required by law (Article 49 (1) c GDPR).

Furthermore, your data will only be processed in third countries 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).

This privacy information was last updated 07/01/2021