



# Data privacy information Telekom Deutschland GmbH („Telekom“) for Magenta Business API

The protection of your personal data has a high priority for the Telekom Deutschland GmbH. It is important for us to inform you about what personal data is collected, how they are used and what options you have in this regard.

## What data is collected, how is it used, and how long is it stored?

### Necessary processing for the provision of the digital service (Art. 6 para. 1b GDPR, §25 para. 2 no. 2 TDDDG)

- When using Magenta Business API Portal and the Magenta Business APIs, hereinafter referred to as the digital service, the following account data for user identification will be stored and processed and deleted after a reasonable period of time after account deactivation: user name (e-mail address), address and VAT ID of the company, first name and last name of the user, password, telephone numbers and means of payment (bank details, credit cards, PayPal). For the administrator of the account, the users invited by him are stored.
- Usage information of the portal and the API (Art. 6 para. 1b GDPR, §25 para. 2 no. 2 TDDDG). When you use our online service, our servers temporarily record the domain name or IP address of your device as well as other data, such as the requested content or the response code. The logged data is used exclusively for data security purposes, in particular to defend against attack attempts on our web server (Art. 6 para. 1f GDPR). They are not used for the creation of individual user profiles nor are they passed on to third parties and are deleted after a reasonable time. We reserve the right to carry out the statistical evaluation of anonymised data sets.
- Information we collect automatically when you visit our websites. We, our vendors, and third-party service providers, such as our advertising and analytics providers, collect information about your visits to our websites and your interactions with our ads or content, as well as information such as your IP address, location, cookies, and other tracking technologies (e.g., web beacons, device identifiers, pixels, and cross-device tracking). For more information, please see our Cookie and Tracking Notice below, which provides information on how to control or disable these cookies and tracking technologies.
- Information collected in connection with your use of services provided through our platform. We and our service providers may collect personal information and other information in connection with your use of communication services provided through our Platform, including, but not limited to:
  - Information on the use of communications. This includes information about your communications transmitted through our platform, such as time and duration of use, source and destination identifiers, from/to phone numbers, completion status, location, IP address, and scope of use.
  - Message Content. For you to be able to send and receive communications through our Platform, we need to be able to process the content of the messages, calls and other communication channels you use. This includes, for example, voicemails, messages and call recordings recorded through our services.
- Information when you contact our support. We collect information from you, including personal information such as contact information, documentation, screenshots, or other information that you or we believe will be helpful in resolving the issue.

If you make a phone call with our customer service or sales representatives, your calls may be recorded and/or monitored for quality assurance, training and research purposes.

- Stay logged in: If you log in with your email address or mobile phone number and password, the browser can remember this information. As soon as you check the box, you do not have to log in every time you want to use your Telekom account. However, you will be asked to re-enter your password if you have not used the Telekom login for more than 6 months or if special personalized services request it.

You can log out of your Telekom account at any time by clicking on the "Unsubscribe" link in the navigation bar. Once you're logged out, you can log in again and check or uncheck the box again.

- Remember your username: Your browser can remember your username when you log in with Telekom Login if you select the checkbox. This means you don't have to re-enter your username the next time you log in. If you have not used Telekom Login for more than 180 days, you will still be asked to re-enter your username. You can log in to Telekom Login at any time with a different user name. To do this, simply click on the link "Not your username?"

### Additional processing in the provision of the digital service that is carried out on the basis of consent, e.g. optionally offered communication channels (Art. 6 para. 1a GDPR, §25 para. 1 TDDDG)

- When you use our online service, our servers temporarily record the domain name or IP address of your device as well as other data, such as the requested content or the response code. The logged data is used exclusively for data security purposes, in particular to defend against attack attempts on our web server (Art. 6 para. 1f GDPR). They are not used for the creation of individual user profiles nor are they passed on to third parties and are deleted after a reasonable time. We reserve the right to carry out the statistical evaluation of anonymised data sets.
- To provide the Services: We use your personal information and other information as necessary to fulfill our obligations in providing our services to our customers. This includes delivering your communications to the intended end user, processing transactions with you (e.g., billing), authenticating you when you log in to our platform, providing customer support, and operating and maintaining our services. We also need your information to communicate with you about the Services, including registration confirmations, purchase confirmations, expiration or renewal reminders, responding to your inquiries, and sending you notices, updates, security alerts, administrative messages, and other communications necessary to use the Services.
- To carry out core activities related to our services. In order to effectively provide our services to you, we use your personal data and other information to engage in important supporting activities, such as:
  - Invoicing and collection, including keeping records in the event of a subsequent billing dispute;
  - Preventing fraud, violations of our acceptable use policy, and unlawful activities;
  - troubleshooting, quality control and analysis; and
  - Monitoring the performance of our systems and platforms.
- Pairing with other digital services: The data on the use of the portal is collected and stored by Vonage B.V., Basisweg 10, 1043AP Amsterdam, The Netherlands.

### Authorisations for access to data and functions of the end device by the digital service

In order to be able to use the digital service on your device, it must be able to access various functions and data on your device. To do this, it is necessary for you to grant certain permissions (Art. 6 para. 1a GDPR, §25 para. 1 TDDDG).

The permissions are programmed differently by the different manufacturers. For example, individual permissions can be grouped into permission categories, or you can agree to only the permission category as a whole.

Please note that in the event of a conflict between one or more authorizations, you may not be able to use all the features of our digital service.

If you have granted permissions, the Online Service requires access to the Internet via Wi-Fi or mobile communications in order to establish the connection from the end device to the server on which the portal is hosted.

### Is my usage behavior evaluated, e.g. for advertising or tracking?

We want you to enjoy using our digital services and using our products and services. In order for you to find the products that interest you and for us to be able to design our digital service in a user-friendly way, we analyse your

usage behaviour in pseudonymised form. Within the framework of the legal regulations, user profiles are created. In the following, we provide you with general information about the various purposes of the processing. By clicking on the "Consent to data processing" query, which appears when you access our digital service, you have the option of agreeing to the processing or rejecting it in part or in full. Processing necessary for the provision of the digital service (see explanation above under 1.) cannot be refused.

#### Basic digital service functionality

These processing's are always active and necessary for our digital service to function properly.

#### Functional

These processing's are necessary for you to be able to navigate through the Digital Service and use essential functions. They enable basic functions, such as order processing in the online shop and access to secure areas of the digital service. In addition, they are used for the anonymous evaluation of user behavior, which we use to continuously develop our digital service for you. The legal basis for this processing is §25 (2) No. 2 TDDDG, Art. 6 (1b) GDPR or, in the case of third countries, Art. 44 et seq. GDPR.

#### Tag Management

Tag management is used to manage the use of tools on the various pages of our online service. For this purpose, a tag is defined for each page. The marking can then be used to determine which tools should be used for this page. Tag management can thus be used to control them in a targeted manner, so that the tools are only used where they make sense and are legally legitimized.

<b>Processing purpose according to consent category</b>	Basic functionality of the website
<b>Processing company with company address/data recipient</b>	Tealium Inc., 11095 Torreyana Road San Diego, CA 92121, United States of America
<b>Products used/short description of the service used</b>	Tag Management
<b>Description of specific processing purpose</b>	Tealium controls whether a cookie, pixel, or server-to-server communication is loaded based on the consent decision, and what data may be processed by cookies, pixels, or server-to-server. The data is transmitted to third parties via the browser and/or directly via server connections. The provider Tealium itself has no access to the content of the cookies and pixels. The software is required to provide the service and to implement the privacy setting and therefore cannot be deactivated.
<b>Responsibilities</b>	Telekom Deutschland GmbH, Landgrabenweg 149, 53227 Bonn
<b>Processed data</b>	Browser version, IP address, device characteristics, services used, products and articles viewed and clicked on, pages visited, timekeeping, device operating system, number of visits, usage data, screen resolution, usage/click behavior, ads viewed
<b>Storage</b>	3 months
<b>Legal basis</b>	Art. 6 para. 1 f GDPR, § 25 para. 2 no. 2 TDDDG
<b>Third country processing</b>	USA
<b>Legal basis (Third country processing)</b>	EU adequacy decision as well as consent according to Art. 49 GDPR Your online usage data will be processed in the United States of America. The EU Commission has issued an adequacy decision for this state.

#### Analytical:

These processing's are necessary for us to carry out technical analyses, usage evaluations and reach measurements, with which we can ensure the

quality and services offered and improve structural defects of the digital service and its functions. The necessary analytical processing is carried out without access to your terminal device and is based on information already collected for the provision of the digital service, see functionally necessary processing. After pseudonymisation, these are further processed exclusively for the purpose of ensuring a high-quality and service-oriented service implementation, storage period 3 months. The legal basis for this processing is Art. 6 (4) GDPR.

#### Market Research / Reach Measurement

The aim of the reach measurement is to statistically determine the intensity of use and the number of users of an online service, as well as to obtain comparable values for all connected offers. Market research aims to learn more about the audiences who use services or applications and view ads. At no time are individual users identified. Your identity is always protected.

<b>Processing purpose according to consent category</b>	Public Cloud Hosting des Services.
<b>Processing company with company address/data recipient</b>	Amazon Web Services, Inc., and its affiliates., 410 Terry Ave. North, Seattle, WA, 98109-5210
<b>Products used/short description of the service used</b>	Amazon Web Service
<b>Description of specific processing purpose</b>	Needs-based design
<b>Responsibilities</b>	Telekom Deutschland GmbH, Landgrabenweg 149, 53227 Bonn
<b>Processed data</b>	Personal data relating to the dashboard (such as contact information and IP addresses) and to the Identity and Access Services.
<b>Storage</b>	30 days
<b>Legal basis</b>	Art. 6 para. 1 f GDPR, § 25 para. 2 no. 2 TDDDG
<b>Third country processing</b>	Dublin, Ireland North Virginia, USA Oregon, US Sydney, Australia Singapore
<b>Legal basis (Third country processing)</b>	EU adequacy decision as well as consent according to Art. 49 GDPR Your online usage data will be processed in the United States of America. The EU Commission has issued an adequacy decision for this state.

#### Telekom Deutschland GmbH analytics

These processing's help us improve our understanding of user behavior.

We use cookies and analytics technologies to get a better understanding of how our digital service is used. They help us optimize our digital services. For example, we can determine how many people visit our website or a particular service. They are also useful for statistical evaluations that show us how people use our digital services. The analysis is based on pseudonymous information. The legal basis for this processing is §25 (1) TDDDG, Art. 6 (1) (a) GDPR or, in the case of third countries, Art. 49 (1) (a) GDPR.

<b>Processing purpose according to consent category</b>	Analysis by Telekom Deutschland GmbH
<b>Processing company with company address/data recipient</b>	Mapp Digital Germany GmbH (Mapp Digital c/o Webtrekk GmbH Schönhauser Allee 148, 10435 Berlin)
<b>Products used/short description of the service used</b>	This is a web analytics and statistics service.
<b>Description of specific processing purpose</b>	With this service, we analyze and optimize the interaction with our customers on our digital service as well as marketing campaigns. Segmentation and targeting help us deliver relevant content at the right time. The data helps us to better understand user behaviour

	and to continuously improve our digital service.
<b>Responsibilities</b>	Telekom Deutschland GmbH, Landgrabenweg 149, 53227 Bonn
<b>Processed data</b>	Internet service provider, anonymized IP address, browser information, date and time of visit, clicks, dwell time, device information, location information, referrer URL, user ID, order ID
<b>Storage</b>	6 months
<b>Legal basis</b>	This web service is used on the basis of § 25 para. 1 sentence 1 TTDSG. The subsequent processing of your data or data categories is carried out on the basis of Art. 6 para. 1 a) GDPR.
<b>Third country processing</b>	--
<b>Legal basis (Third country processing)</b>	--

Services from other companies (independent third-party providers) We have integrated third-party services that provide their services on their own responsibility. When you use our online service, data is collected by means of cookies or similar technologies and transmitted to the respective third party. Partly for Deutsche Telekom's own purposes. The legal basis for these tools is Art. 6 para. 1a and Art. 49 para. 1a GDPR. To what extent, for what purposes and on what legal basis further processing for the third party's own purposes takes place, please refer to the data protection information of the third party. Information on the independent third-party providers can be found below.

#### Google – Maps

On individual pages of the online service, we use Google Maps to display maps, locations and for route planning. Google Maps is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. By embedding Google Maps, your IP address is transmitted directly to Google and a cookie is stored as soon as you visit such a page. You can find out about and object to data processing by Google at any time under <https://policies.google.com/privacy?hl=de&gl=de>.

#### Google – reCAPTCHA

Our website and service platforms use reCAPTCHA ("Completely Automated Public Turing test to tell Computers and Human Apart"), which are tools used to distinguish between real and automated users, such as bots. CAPTCHAs sometimes set tasks that are easy for humans but difficult for computers to solve, or sometimes run virtually invisible to the user. Some data may be collected and shared with Google, such as:

- Browser cookies
- IP
- Operating system
- Mouse movements and keystrokes
- Length of breaks between actions
- Device settings (e.g., language or location),

You can find more information about reCAPTCHA [here](#).

#### Communications Providers

. As a communications platform provider, we share the information we collect from you with communications providers (including traditional PSTN telecommunications companies and over-the-top communications service providers) as necessary to provide the Services to you. For example, these are the telecommunications companies we need to ensure that your calls, messages and other communications reach the people you want to contact.

#### Business transaction provider.

We work with third parties to help us run our business, such as providing website and application development, hosting, maintenance, backup, storage, virtual infrastructure, payment processing, analytics, marketing and advertising, and other services to us that may require them to access or use personal information and other information about you. We only work with carefully selected vendors and use reasonable efforts to protect the personal information they process on our behalf.

#### Third-Party Services.

Our services and websites may contain links or other tools (e.g., plug-ins, "like" and "share" buttons, SDKs, etc.) that direct you to other websites or services whose privacy practices may differ from ours. If you submit personal information or other information to one of these third parties, your information will be governed by their privacy policies, not by them. We encourage you to carefully read the privacy policies of any third parties with whom you interact.

#### Disclosure to senders and recipients of communications.

The name of your account or any part of it and/or your phone number may be displayed to people who call you and other users of the Services so that they can contact you. Depending on which Service you use, you may be able to control what is displayed by adjusting your settings in the mobile app or in your customer account, or by contacting customer service at the address you provided when registering for the Services.

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

Additional information on data protection when using our products, in particular on the purposes of use, deletion periods, etc., can be found in the data protection information for the respective product under [www.telekom.de/datenschutzhinweise](http://www.telekom.de/datenschutzhinweise), in the Telekom Shop or under [www.telekom.com/datenschutz](http://www.telekom.com/datenschutz).

#### What rights do I have?

You have the right to:

- a) to request information on categories of data processed, processing purposes, possible recipients of the data, the planned storage period (Art. 15 GDPR);
- b) request the **correction** or completion of incorrect or incomplete data (Art. 16 GDPR);
- c) to revoke a given consent at any time with effect for the future (Art. 7 para. 3 GDPR);
- d) to object at any time for the future to **data processing that is to be carried out on the basis of a legitimate interest, for reasons** arising from your particular situation (Art. 21 para. 1 GDPR), stating these reasons. You can object to data processing for direct marketing purposes at any time without stating these reasons (Art. 21 para. 2, 3 GDPR);
- e) in certain cases, request the deletion of **data within the framework of Art. 17 GDPR** - in particular if the data is no longer required for the intended purpose or is processed unlawfully, or if you have withdrawn your consent in accordance with (c) above or have declared an objection in accordance with (d) above;
- f) under certain conditions, to demand the restriction of data if deletion is not possible or the obligation to delete is disputed (Art. 18 GDPR);
- g) **data portability**, i.e. You can receive your data that you have provided to us in a commonly used machine-readable format, such as z.B. CSV, and, if necessary, transmit it to others (Art. 20 GDPR);
- h) to complain to the competent **supervisory authority** about the data processing (for telecommunications contracts: Federal Commissioner for Data Protection and Freedom of Information; otherwise: State Commissioner for Data Protection and Freedom of Information North Rhine-Westphalia).

#### To whom does Deutsche Telekom share my data?

To **processors**, i.e. companies that we commission to process data within the scope provided for by law, Art. 28 GDPR (service providers, vicarious agents). In this case, Deutsche Telekom remains responsible for the protection of your data. In particular, we commission companies in the following areas: IT, sales, marketing, finance, consulting, customer service, human resources, logistics, printing.

To **cooperation partners** who provide services for you on their own responsibility or in connection with your telecom contract. This is the case if you commission services from such partners with us or if you consent to the involvement of the partner or if we involve the partner on the basis of a legal permission.

In addition, Deutsche Telekom is striving to cooperate with other service providers (e.g. smart home services). If you are also a user of these services, you can link your respective account to them. This linking must be done by you separately for each service. Once you have made a link, the personal data listed in this Privacy Policy may be used from your respective account for the relevant service. The respective service provider will inform you about the processing of your personal data.

**Due to legal obligation:** In certain cases, we are required by law to transmit certain data to the requesting government entity.

**Where will my data be processed?**

Your data will be processed in Germany and other European countries.

In some cases, your data is also processed in countries outside the European Union (i.e. in so-called third countries), currently for example:

Storage/hosting of customer data (excluding traffic data) by Amazon Web Services EMEA SARL, Microsoft Ireland Operations Ltd., Google Cloud EMEA Limited, Ireland and Salesforce.com Germany GmbH in Europe. Only administrators with technical support access from the USA are possible.

In all other respects, the following applies: If data processing takes place in third countries, this will take place insofar as you have expressly consented to this or if it is necessary for our provision of services to you or if it is provided for by law (Art. 49 GDPR).

Your data will only be processed in third countries if certain measures are taken to ensure that an adequate level of data protection is in place (e.g. adequacy decision of the EU Commission or so-called suitable safeguards, Art. 44 et seq. GDPR, ([see here](#))).

**Who is responsible for data processing? Who is my contact person if I have questions about data protection at Deutsche Telekom?**

The data controller is the Telekom Deutschland GmbH. If you have any questions, you can contact our customer service or our data protection officer, Dr. Claus D. Ulmer, Friedrich-Ebert-Allee 140, 53113 Bonn, [datenschutz@telekom.de](mailto:datenschutz@telekom.de).

Status of the Privacy Policy 14.05.2025