



Data privacy information Telekom Deutschland GmbH („Telekom“) for InfoService (for consent given on or after June 1, 2022)

[Telekom Deutschland GmbH's General Data Privacy Notice](#) applies to the processing of your personal data. When using the relevant products, the following additional information applies.

Individual consulting (General consulting, advertising, and market research)

If you have given your consent, we will process your contractual data from your contractual relationships with Telekom Deutschland GmbH, your usage data from the products and services you use, and your terminal device data for your individual consultation (general consulting, advertising, and market research). The legal basis for processing this data is Article 6 (1) (a) of the General Data Protection Regulation (GDPR) and § 25 of the German Telecommunications and Telemedia Data Protection Act (TTDSG). The processing of data other than for the purposes of the contract is limited with regard to scope and purpose to the extent of the consent given by you.

Contractual data

Contractual data refers to information collected upon conclusion of the contract and during its term that is necessary for proper, mutual performance of the agreement (contract conclusion/amendment/termination, billing of charges), as well as information provided voluntarily. Contractual data includes form of address, last name, first name, address, date of birth, telephone numbers, and/or email addresses, data regarding settlement of payments, sales data – broken down according to the services, products, or rate used – and information regarding the products you have already used.

Usage data

Usage data from the products and services used by Telekom Deutschland GmbH includes, in particular, characteristics for identifying users and information on the scope of the respective use.

Taking fixed network & internet and mobile communications products as an example, the data volume used is analyzed, for instance, in order to offer a rate that is tailored to demand.

The content used by MagentaTV customers is analyzed, for instance, in order to provide an optimal movie offering.

For customers of cloud services, the software licenses used are analyzed, for instance, in order to recommend suitable supplementary software components.

Furthermore, we use the household size indicated by customers when utilizing a product.

We also collect online usage data from your utilization of Telekom websites and apps, insofar as you have consented to this elsewhere (in the cookie banner on these websites and apps). Online usage data includes, for example, information about the original website from which you accessed the Telekom websites, which areas of the Telekom websites you have visited, and which downloads were made, including search queries if you have used a search engine.

Online usage data is collected using cookies (small text files) or similar technologies. Among other things, cookies store the user ID, which is used for personalization. We use online usage data to create profiles of your interests and link them to your contractual data. This is exclusively for the purpose of providing you with individual product recommendations for services and products of Telekom Deutschland GmbH.

Habits with regard to opening and clicking links etc. in Telekom emails are used to optimize target group-specific customer approaches. For this

purpose, we register the opening of emails and the Telekom links contained therein. This is done via pixels, which are stored on the customer's email client.

Terminal device data

We collect terminal device data by accessing your router in your home network. This involves retrieving and storing data. We use router data, smart home data, and data relating to the home network itself to analyze your home network. This includes, for instance, the number and type of connected devices. Information about operating systems and the associated browser data is also stored.

Products and services

The products and services of Telekom Deutschland GmbH are generally products and services from the Fixed Network & Internet, MagentaTV, Mobile Communications, Cloud & IT, and SmartHome product areas.

Use of data for advertising purposes

Contractual data is used until consent is withdrawn.

Usage data is used for a maximum of 24 months.

Terminal device data is used for a maximum of 24 months.

Use of data for verification purposes

In connection with your registration for the InfoService, we store your data, limited to verification purposes, for up to 60 months after deregistration from the InfoService and after any promotional use. The legal basis for this storage is our legitimate interest in the possibility of proof of the registration as per Article 7 (1) and Article 6 (1) (f) GDPR.

Duration of the consent

Your consent applies to all existing contracts and those that you will conclude with Telekom Deutschland GmbH in the future, provided that no changes are made when the future contract is concluded. This consent shall apply until withdrawn.

If Telekom Deutschland GmbH, to which you have given your consent, should be restructured, your consent will also apply to the legal successor to which the customer relationships are transferred. In this case, you will be notified in writing (e.g., with your bill) or by means of another channel of electronic communication agreed upon with you about the restructuring and about your right to withdraw your consent at any time.

Withdrawal of consent

Your contractual data, usage data, and terminal device data will not be used for consulting, marketing, or market research purposes if you withdraw your consent. You may also limit withdrawal of your consent to individual contact channels.

Consent vis-à-vis Telekom Deutschland GmbH can be withdrawn at any time.

You can email your withdrawal of consent to widerruf@telekom.de.

You can send your written withdrawal of consent to the following address: Telekom Deutschland GmbH, Landgrabenweg 149, 53227 Bonn, Germany.

In addition, you will find addresses and telephone contact details in your contract documents or on the internet at www.telekom.de/

Alternatively, you can also change your settings in the Customer Center at www.telekom.de/info-service.

This privacy information was last updated January 2025