

## TRANSPARENCY REQUIREMENT

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### INFORMATION TO DATA SUBJECTS IN ACCORDANCE WITH ARTICLE 13 GDPR

In accordance with article 13 of the EU General Data Protection Regulation, Springer Aktiv AG, Lengeder Strasse 52, 13407 Berlin, is happy to provide detailed information about the processing of your personal data (hereinafter referred to as "data").

The GDPR imposes some meaningful obligations upon us to ensure the protection of your data processing. We are happy to meet these obligations.

Below we explain which data of yours we process for what purposes and what rights you have in this regard.

### PURPOSES OF THE PROCESSING / CATEGORIES OF RECIPIENTS

The processing of your data is necessary for the processing of contractual services.

We process your data for the following purposes:

- in accordance with article 6 paragraph 1 b) of the GDPR on the basis of the contract concluded with you:
- in accordance with article 6 paragraph 1 f) of the GDPR to protect our legitimate interests.
- in accordance with article 6 paragraph 1 a) of the GDPR on the basis of the consent provided by you
  - Fulfilment of contractual services
  - Payment processing
  - Delivery of contractually ordered products and services
  - Transfer of your address data to logistics companies for the delivery of goods
  - To send you interesting information about products and promotions
  - Transfer of your contact information to your respective concept consultants, for the purposes of individual customer care
  - Transfers to third countries does not take place

### PROCESS DURATION

We shall process your data only as long as it is necessary for the fulfilment of our agreement or applicable legislation to maintain our relationship with you.

According to the provisions of the commercial code and the tax code, business documents are kept for no longer than 6 and 10 years. In compliance with the General Equal Treatment Act (AGG) and the German Civil Code (BGB), application documents are kept for six months.

Unless you object, we shall use your data for the maintenance and intensification of our trusting business relationships for mutual benefit.

If you would like to have your data deleted, we shall immediately delete or anonymize your data insofar as no legal retention obligations preclude their deletion.

### HOW TO EXERCISE YOUR RIGHTS AS A DATA SUBJECT

In accordance with GDPR, you are entitled to:

- information about the processing of your data
- correction or deletion of your data
- limitation of processing (only storage remains possible)
- object to the processing
- the right of data portability
- revoke your given consent with effect for the future
- lodge a complaint to the data protection supervisory authority. The supervisory authority is in your federal state. A list of supervisor authorities is available at: [http://www.bfdi.bund.de/DE/Infothek/Anschriften\\_Links/anschriften\\_links-node.html](http://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html)

We hope that this information will help you to exercise your rights. If you would like more information about the data privacy regulations, please read our data privacy statement or contact your supervisory authority.

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SPRINGER AKTIV AG  
Lengeder Straße 52  
13407 Berlin

Fon: 030-490003-0  
Fax: 030-490003-88

[info@springer-berlin.de](mailto:info@springer-berlin.de)  
[www.springer-berlin.de](http://www.springer-berlin.de)

Amtsgericht Charlbg.  
HRB 132 603

Vorstand  
Hans-Joachim Hepper  
Martin Brauner  
Frank Hepper