

Privacy Policy Self-Service Platform RTL AdAlliance GmbH

1. Information about the collection of personal data und contact details of the controller

We, RTL AdAlliance GmbH, would like to inform you how we process personal data in our self-service platform („**Platform**“). We are aware of the importance of the processing of personal data for the user and are therefore fully compliant with all applicable laws. We consider the protection of your privacy to be of paramount importance. For this reason, compliance with the legal requirements on data privacy is, for us, a matter of course. Personal data according to the GDPR refers to any information about personal or factual circumstances of an identified or identifiable person. This includes information and details such as your name and your e-mail address.

Contact and controller according to the GDPR:

RTL AdAlliance GmbH
Überseeallee 10
20457 Hamburg
Germany

In the GDPR, the controller is defined as the natural or legal person, which, alone or jointly with others, determines the purposes and means of the processing of personal data;

For all matters relating to your data, please contact RTLAdAlliance_GDPR@rtl.com

Data protection officer:

If you do communicate directly with our data protection officer (e.g. for sensitive matters), please contact him by mail, because there is the risk of security leaks for communication via email. Please indicate that your matter refers to **RTL AdAlliance** when you contact our data protection officer.

ePrivacy GmbH
represented by Prof. Dr. Christoph Bauer
Große Bleichen 21, 20354 Hamburg, Germany

2. Which personal data do we collect when registering for/visiting our Platform?

2.1 Registration Data

a. Nature and purpose of the data processing

When you register for the Platform, we collect the following data:

- Full name
- Email address
- Job title
- Employer/company

b. Legal basis of the data processing

Legal basis for the processing of your personal data in relation to the Platform are our legitimate interests - Sect. 6(1)(1) lit. f) of the GDPR.

c. Retention period

Your personal data will be deleted within 30 days after deletion of your account in the Platform.

d. Right to object/remove

The collection of your personal data for the provision of the Platform and the storage of your personal data in log files is strictly necessary for the operation of the SME Platform. Therefore, there is no right to object.

2.2 Logfiles

a. Nature and purpose of the data processing

Every time you access the Platform, usage data are transferred through your specific web browser and stored in the form of protocol files (known as server log files). The datasets stored in this way contain the following data:

- The domain from which the user is accessing the website
- Date and time of access
- IP address of the accessing computer
- Website(s) which the user is visiting in the context of the offering
- Amount of data transferred; browser type and version
- Operating system used; name of internet service provider
- Indication of whether access was successful

These logfile datasets are analysed in anonymised form, to improve the offering and make it more user-friendly, to identify and resolve errors, and to control server workloads.

b. Legal basis of the data processing

Legal basis for the processing of your personal data in relation to the provision of our website(s) and the creation of log files are our legitimate interests - Sect. 6(1)(1) lit. f) of the GDPR.

c. Retention period

Your personal data will be deleted within 30 days after deletion of your account in the Platform.

d. Right to object/remove

The collection of your personal data for the provision of the SME Platform and the storage of your personal data in log files is strictly necessary for the operation of the SME Platform. Therefore, there is no right to object.

2.3 Google Analytics

To optimise the Platform and our offer, we use Google Analytics, a web analytics service provided by Google Ireland Limited, a company registered in Ireland (Register-No.: 368047) having its seat in Gordon House, Barrow Street, Dublin 4, Ireland („Google“). Google

Analytics uses so-called „Cookies“-files that are stored on your PC and allow an analysis of the usage of our website(s) by you. The information about the usage of our Platform created by the cookie (including your IP address) is transferred to a server of Google located in the US and is stored there. In the event IP anonymisation is activated on the website(s), your IP address will be truncated by Google in the member states of the EU/EEA before transfer. Only in exceptional cases will the entire IP address be transferred by Google to a server in the US and will only be truncated there.

On our behalf, Google will use such information to evaluate your use of the Platform, to compile reports on the Platform activities for us and to provide services related to the usage of the Platform to us. The IP address transferred from your browser as part of the Google Analytics service will not be mingled with other data of Google.

b. Legal basis of the data processing

The legal basis for the processing is your consent, according to Art. 6(1)(1) lit. a) of the GDPR.

c. Retention period

Your personal data will be deleted as soon as it is not necessary any more to fulfil the purpose of their collection or if you have revoked your consent.

d. Right to object/remove

You can prevent the storage of cookies by changing the settings in your browser accordingly; in this case, please note that you may not use all functionalities of the Platform. In addition, you may prevent the collection of the data by the cookie relating to your usage of the Platform (including your IP address) as well as the processing of such data by Google by downloading and installing the browser plugin available under the following link <https://tools.google.com/dlpage/gaoptout?hl=en>. As an alternative to the browser add-on or as part of browsers on mobile devices, please click this link to prevent the detection by Google Analytics on the Platform in the future (the opt-out only works in this browser and only for this domain). An opt-out cookie will thereby be implemented on your device. If you delete your cookies in this browser, you need to click on the link again. You may find further information related hereto under <https://tools.google.com/dlpage/gaoptout?hl=en> as well as under <https://marketingplatform.google.com/intl/de/about/analytics/> (general information about Google Analytics and data protection).

Please note that Google Analytics has been extended with the code „gat._anonymizeIp();“ on the website(s) to ensure an anonymised detection of IP addresses (so-called IP masking).

e. Processing and Transfer of the data to a third country

There is an executed data processing agreement with Google in place to comply with applicable law. Data processing may take place outside the scope of the application of European law. Any transfer of personal data to the USA takes place on the basis of the EU Commission's adequacy decision of 10 July 2023 regarding the EU-US Data Privacy Framework.

2.4 Hosting (DanAds International AB, “DanAds”)

a. Nature and purpose of the data processing

When you register on/visit our Platform, we store the personal data as set above under Sections 2.1.a. and 2.2.a. hereof.

b. Legal basis of the data processing

The legal basis for the processing of your personal data in this context is our legitimate interest pursuant to Art. 6(1)(1) 1 lit. f) of the GDPR in not having to maintain a server on our premises ourselves.

c. Retention Period

Your personal data will be deleted within 30 days after deletion of your account in the Platform.

d. Right to object/remove

You have the option to object to the processing of your personal data by AWS at any time. Further information on the data processing by DanAdas, objection and removal options vis- can be found at: <https://danads.com/privacy-policy/>.

Please note that the functionality of the Platform website cannot be guaranteed without processing your personal data at DanAds.

3. Your rights, contact details, right of modification

a. Rights of the data subject

Right to access, rectification, right to object, to complaint, erasure and blockage.

- You have the right to request information about whether and which personal data is processed by our company. You also have the right to demand that your personal data is rectified or amended.
- Under certain circumstances, you have the right to request that your personal data should be deleted.
- Under certain circumstances, you have the right to demand that the processing of your personal data should be restricted.
- You can withdraw your consent to the processing and use of your data completely or partially at any time with future application.
- You have the right to obtain your personal data in a common, structured and mechanically readable format.
- If you have any questions, comments, complaints or requests in connection with our statement on data protection and the processing of your personal data, you can also contact our data protection officer in detail.

RIGHT TO COMPLAIN: You also have the right to complain to the responsible supervisory authority if you believe that the processing of your personal data is in violation of applicable laws.

b. How to contact RTL AdAlliance

You may contact us under: RTLAdAlliance_GDPR@rtl.com

c. How we respond to your Inquiries in relation to Data Protection

We will disclose information we store in relation to you upon request. To access, update or delete information about you, please contact us as set out above and inform us how you found out about us. We will react to your inquiry without undue delay.

d. Necessity of Obligation to provide Data

Insofar as not explicitly set out upon collection, providing data is not necessary or mandatory.

e. Right of modification

We reserve the right to supplement and amend the contents of this privacy policy at any time with immediate effect.

Date of this privacy policy

15 October 2024