

## **Privacy policy – [www.eurailpress.de](http://www.eurailpress.de)**

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## Einleitung

1. DVV Media Group GmbH and DVV Media GmbH (hereinafter referred to as DVV Media), Heidenkampsweg 73-79, 20097 Hamburg, Germany, e-mail address: [info@dvvmedia.com](mailto:info@dvvmedia.com) take the protection of your personal data as a user of the services of DVV Media (including [www.eurailpress.de](http://www.eurailpress.de), [www.eurailpress-archiv.de](http://www.eurailpress-archiv.de), [www.busundbahn.de](http://www.busundbahn.de), [www.oepnv-archiv.de](http://www.oepnv-archiv.de); hereinafter referred to as Services) seriously as a service provider and responsible body. In the following, you will be informed about the collection, processing and use of your data and the rights to which you are entitled.
2. The company data protection officer can be contacted as follows:

DVV Media Group GmbH  
Datenschutzbeauftragter  
Heidenkampsweg 73-79  
20097 Hamburg

E-mail: [datenschutz@dvvmedia.com](mailto:datenschutz@dvvmedia.com)

Phone: 040/23714-01

## A. General part

### § 1 General information

1. Personal data are individual details about your personal or factual circumstances, i.e. data which identify you or which can be used to establish your identity. This includes, for example, your real name, address, telephone number or date of birth. Personal data also includes personal data, i.e. data without direct reference from which, however, a person can be derived, such as the IP address.
2. Data relating to the person includes data that is collected in connection with the retrieval of [www.eurailpress.de](http://www.eurailpress.de) by your client (browser) and stored in so-called log files on the servers of DVV Media as well as the technical service providers.
3. We collect data on each access to the server on which the service is located (so-called server log files) on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation and security of our services) within the meaning of Art. 6 para. 1 lit. f GDPR.
4. These are the name of the requested website, file, your IP number, date and time, browser type and the requesting provider.
5. Log file information is stored for a maximum period of seven days for security reasons (e.g. to clarify abuse or fraud) and then deleted. Data, the further storage of which is necessary for evidence purposes, are excluded from deletion until the respective incident has been finally clarified.
6. When you visit the pages of DVV Media, personal data is also processed automatically in an anonymised form. This includes usage data such as the beginning and end of your visit, the pages you have visited or the time you spent on the portal. A personal utilization of these data does not take place.

7. DVV Media will only collect, process or use personal data in compliance with the relevant data protection regulations. This means that the data of the users will only be processed if there is a legal permission. This means, in particular, if data processing is necessary or legally required for the provision of our contractual services and online services, if the user has given his consent, or if it is based on our legitimate interests (i.e. interest in the analysis, optimisation and economic operation and security of our services within the meaning of Art. 6 Para. 1 lit. f GDPR, in particular in measuring the range, creating profiles for advertising and marketing purposes and collecting access data and using the services of third parties).
8. We would like to point out that the legal basis for the consents is Art. 6 para. 1 lit. a and Art. 7 GDPR, the legal basis for the processing for the fulfilment of our services and the implementation of contractual measures is Art. 6 para. 1 lit. b GDPR, the legal basis for the processing for the fulfilment of our legal obligations is Art. 6 para. 1 lit. c GDPR and the legal basis for the processing to safeguard our legitimate interests is Art. 6 para. 1 lit. f GDPR.

## **§ 2 Security measures**

We take organisational and technical security measures in accordance with the state of the art to ensure that the regulations of the data protection laws are complied with and to protect the data processed by us against accidental or intentional manipulation, loss, destruction or against access by unauthorised persons.

## **§ 3 Disclosure of data to third parties and third-party providers**

1. A passing on of data to third parties takes place only in the context of the legal defaults. We only pass on user data to third parties if this is necessary for contractual purposes, e.g. on the basis of Art. 6 Para. 1 lit. b GDPR or on the basis of legitimate interests pursuant to Art. 6 Para. 1 lit. f GDPR in the economic and effective operation of our business. This applies to internal and external service providers for contract execution and order processing.
2. If we use subcontractors to provide our services, we will take appropriate legal precautions and take appropriate technical and organisational measures to ensure the protection of personal data in accordance with the relevant statutory provisions.
3. If content, tools or other means are used by other providers (hereinafter referred to as "third-party providers") within the scope of this data protection declaration and their registered office is located in a third country, it is to be assumed that a data transfer to the registered office states of the third-party providers takes place. Third countries are countries in which the GDPR is not a directly applicable law, i.e. in principle countries outside the EU or the European Economic Area. The transfer of data to third countries takes place either if an appropriate level of data protection, user consent or legal permission has been obtained.

## **§ 4 How to contact us**

When contacting us (via contact form or e-mail), the user's details will be processed in order to process the contact request and its processing in accordance with Art. 6 Para. 1 lit. f GDPR.

## **§ 5 Newsletter**

1. On our website, you can register for regular editorial newsletters and consent to the use of your personal data by DVV for its own information purposes. These newsletters inform about news from the railway industry at regular intervals. In addition, irregular information e-mails inform you about offers for books and subscriptions, content/company licenses, advertisements, events, customer surveys and competitions. The newsletter will be sent by Inxmail GmbH, Wentzingerstr. 17 79106 Freiburg, Germany. This consent is voluntary and in no way related to your ability to use the services.
2. After registering for the newsletter you will receive a confirmation email from us.
3. The registration is only effective when you have clicked on the link in the confirmation mail. This confirmation is necessary so that no one can register with external e-mail addresses. Subscriptions to the newsletter are logged in order to be able to prove the registration process according to the legal requirements. This includes the storage of the registration and confirmation times as well as the IP address.
4. You can unsubscribe from the newsletter at any time via a unique link contained in all newsletters. Your e-mail address will then be deleted immediately from the distribution system. Any processing of the data carried out until then remains lawful.

## **§ 6 Use of cookies**

1. Cookies are small amounts of data which are transmitted to your computer from the Internet together with the data actually requested. This data is stored there and kept ready for later retrieval. DVV Media uses the following types of cookies for [www.eurailpress.de](http://www.eurailpress.de):
  - a) Session cookies:

These are cookies that are only stored on your computer for the duration of an Internet session. These cookies are deleted after the end of the session, i.e. after leaving the website or when closing the browser window.
  - b) Use of cookies - B2B Media Group EMEA GmbH:

We work together with the B2B Media Group EMEA GmbH, a provider of web analysis and target group marketing. B2B Media Group EMEA GmbH uses so-called cookies, a text file which is stored in the browser of the computer and collects/contains anonymous usage data. This data can be used to create user profiles under a pseudonym. However, no personal data will be collected without the consent of the data subject. If IP addresses are collected, they are stored anonymously by deleting the last number block and are not merged with the cookies. The cookies are either B2B Media Group EMEA GmbH cookies or cookies from service providers who are also obligated to comply with the data protection laws that B2B Media Group EMEA GmbH uses, such as krux digital Inc., Google Inc. etc.. You can delete cookies at any time directly in your browser. B2B Media Group EMEA GmbH uses this data to evaluate the use of the website by visitors and for the purpose of usage-based online advertising (OBA).
  - c) The web analysis tool Econda (see §8 Ziff. 1.) can set cookies to enable the recognition of an Internet browser.

d) Google-Re/Marketing Services:

We use the marketing and remarketing services (hereinafter referred to as "Google Marketing Services") of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 949043 , USA (hereinafter referred to as "Google") on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer within the meaning of Art. 6 Para. 1 lit. f GDPR).

Google is certified under the Privacy Shield Agreement and thereby offers a guarantee of compliance with European privacy laws (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

Google Marketing Services allows us to display advertisements for and on our website in a more targeted manner to show users only ads that potentially match their interests. If, for example, a user is shown ads for products in which he is interested on other websites, this is referred to as "remarketing". For these purposes, when you visit our and other websites on which Google Marketing Services are active, Google executes a code directly from Google and (re)marketing tags (invisible graphics or code, also known as "web beacons") are incorporated into the website. With their help, an individual cookie, i.e. a small file, is stored on the user's device (comparable technologies can also be used instead of cookies). The cookies can be set by various domains, including google.com, doubleclick.net, invitemediamedia.com, admeld.com, googlesyndication.com or googleadservices.com. In this file it is noted which websites the user has visited, in which contents he is interested and which offers he has clicked, furthermore technical information about the browser and operating system, referring websites, visiting time as well as further information about the use of the online offer. The IP address of the user is also recorded, whereby we inform within the scope of Google Analytics that the IP address within member states of the European Union or in other contracting states of the Agreement on the European Economic Area is shortened and only in exceptional cases completely transferred to a Google server in the USA and shortened there. The IP address is not merged with user data within other Google offers. Google may also link the above information to such information from other sources. If the user subsequently visits other websites, the ads tailored to the user's interests can be displayed.

User data is processed pseudonymously within the framework of Google Marketing Services. This means that Google does not store and process, for example, the name or e-mail address of the user, but processes the relevant data cookie-related within pseudonymous user profiles. This means that, from Google's point of view, ads are not managed and displayed for a specifically identified person, but for the cookie owner, regardless of who that cookie owner is. This does not apply if a user has expressly permitted Google to process the data without this pseudonymisation. The data collected by Google Marketing Services about users is transmitted to Google and stored on Google servers in the United States.

We may use the Google Marketing Service "DoubleClick" to include advertisements from third parties. DoubleClick uses cookies to enable Google and its partner sites to serve ads based on users' visits to our Web site or other Web sites on the Internet.

We may use Google Marketing Services to include "AdSense" advertisements from third parties. AdSense uses cookies to enable Google and its partner sites

to serve ads based on users' visits to our website or other web pages on the Internet.

We may also use the "Google Tag Manager" to integrate and manage Google analytics and marketing services into our websites.

For more information about Google's use of data for marketing purposes, please visit <https://www.google.com/policies/technologies/ads/>, Google's privacy policy can be found at <https://www.google.com/policies/privacy/>

If you wish to object to interest-related advertising by Google Marketing Services, you can use the setting and opt-out options provided by Google (<https://www.google.com/ads/preferences>).

e) Google Analytics Cookies (data collection for optimization purposes):

On the basis of our legitimate interests (i.e. interests in the analysis, optimisation and economic operation of our online offering within the meaning of Art. 6 Para. 1 lit. f GDPR), we use Google Analytics, a web analysis service provided by Google Inc. ("Google"). Google Analytics uses cookies, which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website will generally be transmitted to and stored by Google on servers in the United States. However, because we have enabled IP anonymization on this website, Google will previously truncate your IP address within member states of the European Union or other signatory states to the European Economic Area Agreement. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and only shortened there. Google is certified under the Privacy Shield Agreement and thereby offers a guarantee of compliance with European privacy laws

(<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>). Google will use this information on our behalf to evaluate your use of the website for us, to compile reports on website activity for website operators and to provide other services relating to website activity and Internet usage. This website uses Google Analytics reports on demographic features, which use data from interest-related advertising by Google and visitor data from third parties (e.g. age, gender and interests). This data cannot be traced back to a specific person and can be deactivated at any time via the display settings. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and related to your use of the website (including your IP address) as well as Google from processing this data by downloading and installing the browser plug-in available under the following link [tools.google.com/dlpage/gaoptout?hl=en](https://tools.google.com/dlpage/gaoptout?hl=en). The personal data of the users will be deleted or anonymized after 26 months. Further information on the use of data by Google, setting and opposition possibilities can be found on the Google websites: <https://www.google.com/policies/privacy/partners/>, <https://www.google.com/policies/technologies/ads/>, <https://adssettings.google.com/anonymous>

2. In general, you also have the option of deleting cookies via the corresponding browser function and setting there how your browser should handle cookies. However, it should be noted that the general rejection of cookies can impair the use of the services.

3. You may opt out of the use of cookies to measure reach and for advertising purposes via the Network Advertising Initiative's opt-out page (<http://optout.networkadvertising.org/>) and additionally the U.S. website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices>).
4. The information transmitted by the cookies will be used exclusively for advertising in which products distributed by DVV Media are presented.

## **§ 7 Use of Social Media Buttons**

1. DVV Media uses plugins of the AddThis service, which is operated by AddThis, LLC, 1595 Spring Hill Rd, Suite 300, Vienna, VA 22182, USA ("AddThis"), on the basis of its legitimate interests (i.e. an interest in the analysis, optimisation and economic operation of our online services within the meaning of Art. 6 Para. 1 lit. f GDPR) on [www.eurailpress.de](http://www.eurailpress.de) AddThis provides tools for creating and designing websites ([www.addthis.com](http://www.addthis.com)) that make it easier for website visitors to share the current page with other Internet users via email or social networks. The plugins can be found in the "Share function" of our articles with the options "Whatsapp", "Facebook", "Twitter", "LinkedIn" and "Xing". AddThis also provides tools for website operators to help them analyze and improve the use of their own website or to enable a direct user approach. AddThis also uses cookies and web beacons (small graphics, "Zählpixel", which allow a log file recording and a log file analysis). If you are using an AddThis plugin, your Internet browser will establish a direct connection to the AddThis servers and, if applicable, the selected social network. The generated data (e.g. time of use or browser language) will be transferred to AddThis and processed there. When you submit content from our site to social networks, a link may be established between your visit to the site and your user profile on that social network. For more information on data processing and privacy by AddThis, please visit [www.addthis.com/privacy/privacy-policy](http://www.addthis.com/privacy/privacy-policy).  
We do not process the data concerned or pass them on to third parties. By using the AddThis plugin you agree to the data processing by AddThis. You can also object to the data collection and storage by AddThis at any time with effect for the future by setting a so-called opt-out cookie. Please visit [www.addthis.com/privacy/opt-out](http://www.addthis.com/privacy/opt-out).
2. On the website we use "Shariff" buttons with data protection protection. "Shariff" was developed by specialists of the computer magazine c't to provide more privacy on the net and to replace the usual "share" buttons of social networks. More information about the Shariff project can be found here:  
<https://www.heise.de/ct/artikel/Shariff-Social-Media-Buttons-mit-Datenschutz-2467514.html>

## **§ 8 Analysis services**

1. We use content and service offers from third parties within our services on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online services within the meaning of Art. 6 para. 1 lit. f GDPR) in order to integrate their content and services.
2. anonymous data will be collected and stored by solutions and technologies of econda GmbH ([www.econda.de](http://www.econda.de)) in order to design and optimize this website according to your needs and to create user profiles using pseudonyms. For this purpose, cookies



can be used which enable the recognition of an Internet browser. However, user profiles are not combined with data about the bearer of the pseudonym without the express consent of the visitor. In particular, IP addresses are made unrecognisable immediately after receipt, so that it is not possible to assign usage profiles to IP addresses. Visitors to this website can object to this data collection and storage at any time for the future here:

[www.econda.de/econda/unternehmen/datenschutz/widerspruchscookie/](http://www.econda.de/econda/unternehmen/datenschutz/widerspruchscookie/).

3. We also use Google Analytics; see § 6 Ziff.1 lit.d) of this privacy policy

## § 9 Usage-based online advertising

In order to optimise advertising for you on the basis of your user interests, we have permitted the following companies to collect user data on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of the online offer within the meaning of Art. 6 Para. 1 lit. f GDPR):

- Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA, USA. Further information is available at: [www.google.com/policies/technologies/ads](http://www.google.com/policies/technologies/ads)
- B2B Media Group EMEA GmbH, Bahnhofstraße 5, 91245 Simmelsdorf (near Nürnberg). Further information is available at: <https://b2bmg.net/index.php/datenschutz>
- The Trade Desk, Inc., 2 N. Chestnut Street, Ventura, CA 93001, USA. Further information is available at: <https://www.thetradedesk.com/general/privacy-policy>
- The ADEX, Torstr. 19, 10119 Berlin. Further information is available at: [theadexcom.softgarden.io/de/data-security](http://theadexcom.softgarden.io/de/data-security)

Information about your activities on our portal (e.g. clicked advertising banners, visited subpages of the Internet offers, surfing behaviour, etc.) is recorded.

If you no longer wish to receive usage-based advertisements, you can opt out of receiving them by following these links and opting out of data collection:

- [adssettings.google.com/authenticated?hl=de](https://adssettings.google.com/authenticated?hl=de)
- [b2bmg.net/index.php/datenschutz](https://b2bmg.net/index.php/datenschutz)
- [www.adsrvr.org/](http://www.adsrvr.org/)
- [de.theadex.com/opt-out](http://de.theadex.com/opt-out)

On the website [meine-cookies.org](http://meine-cookies.org) or [youronlinechoices.com](http://youronlinechoices.com) you can read more about cookies and the individual providers. There you also have the possibility to object to usage-based online advertising by individual or by all companies. Click here to go directly to the preference manager: [www.youronlinechoices.com/de/praeferenzmanagement/](http://www.youronlinechoices.com/de/praeferenzmanagement/)

## § 10 Facebook pixels

Due to our justified interests in analysis, optimization and economic operation of the online offer, remarketing tags of the social network Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA are integrated on our pages. When you visit our pages, remarketing tags establish a direct connection between your browser and the Facebook server. Facebook receives the information that you have visited our site with your IP address. This allows Facebook to associate visiting our pages with your user account. We may use the information obtained in this way to display Facebook Ads. We would like to point out that as the provider of the pages, we do not have any knowledge



of the content of the transmitted data or its use by Facebook. You can find more information about this in Facebook's privacy policy ([www.facebook.com/about/privacy/](http://www.facebook.com/about/privacy/)). If you do not want Custom Audience data collection, you can deactivate Custom Audiences here ([www.facebook.com/ads/website\\_custom\\_audiences/](http://www.facebook.com/ads/website_custom_audiences/)).

### **§ 11 Rights of users**

1. You have the right, upon request and free of charge, to obtain information about the personal data we have stored about you.
2. In addition, you have the right to correct inaccurate data, to limit the processing and to object to the processing and deletion of your personal data, and to assert your rights to data portability pursuant to Art. 20 GDPR and, in the event of the assumption of unlawful data processing, to lodge a complaint with the competent supervisory authority.
3. You can also revoke your consent, in principle with effect for the future.

### **§ 12 Deletion of data**

The data stored by us will be deleted as soon as they are no longer required for their intended purpose and there are no legal obligations to retain them. Unless the user's data is deleted because it is required for other and legally permissible purposes, its processing will be restricted. This means that the data will be blocked and not processed for other purposes. This is valid for example for data of the users, who must be kept for commercial or tax-legal reasons.

### **§ 13 Right of objection**

Users may at any time object to the future processing of their personal data in accordance with the statutory provisions. The objection may in particular be lodged against processing for the purposes of direct marketing.

## **B. Special section**

We process inventory data as well as contract data for the purpose of fulfilling our contractual obligations and services, Art. 6 para. 1 lit. b GDPR.

### **§ 1 Information on subscription to a media package from EI – DER EISENBAHNINGENIEUR, ETR – Eisenbahntechnische Rundschau, Signal+Draht, Rail Business or the Eurailpress-Archive**

For subscription customers, the following data is processed as stock data: Identification, password, name (business, if applicable), address (business, if applicable), e-mail address (business, if applicable), start and end dates of the subscription, payment frequency, payment method and account details. This data is necessary for processing the subscription contract.

The following non-personal data is processed via Google Analytics: User behaviour of the app as well as call up of individual issues and articles.

## **§ 2 Registration for the use of chargeable content**

During registration we collect and store the following data: . Company, name, postal address, email, telephone, industry, position/function. This inventory data is processed for the purpose of fulfilling our contractual obligations and services pursuant to Art. 6 Para. 1 lit. b GDPR.

## **C. Final regulations**

We reserve the right to change this privacy statement at any time in accordance with applicable data protection laws.