

## Data Privacy and Security

It is a part of Rheinwerk Publishing's corporate responsibility to protect the data our customers share with us. We acknowledge and respect your right to privacy and your right to control your personal data. With this policy on the use and protection of your data, we aim to help you exercise these rights.

This privacy policy will explain which of your data we process, and for what purpose.

The following information applies to Rheinwerk Publishing's web shop at [www.sap-press.com](http://www.sap-press.com), and all websites and mobile apps provided or operated by Rheinwerk Publishing. It extends to the use of our websites and apps via PC, smart phone, and tablet, as well as to all other internet-enabled, mobile, or stationary devices.

The processing of your personal data is entirely based on applicable legal regulation, in particular the General Data Protection Regulation (EU 2016/679, hereafter referred to as GDPR).

Please take a few moments to consider the following information. We hope for your understanding that this policy will need to be amended when new legal requirements go into effect or new technology is implemented in our sites and apps.

We recommend, therefore, to review this policy from time to time.

### 1. Responsible Entity and Contact

The responsible entity (controller) for data processing pursuant to Art. 4, No. 7 GDPR is:

Rheinwerk Publishing, Inc.  
2 Heritage Drive  
Suite 305  
Quincy, MA 02171  
U.S.A.  
Phone +1 781.228.5070  
Fax +1.781.228.5020  
E-Mail [info@rheinwerk-publishing.com](mailto:info@rheinwerk-publishing.com)

If you have questions, concerns, or suggestions regarding data privacy, please don't hesitate to contact us at:

[dataprivacy@rheinwerk-publishing.com](mailto:dataprivacy@rheinwerk-publishing.com)

### 2. What Is Personal Data?

Personal data is information that can be used to identify or contact a person. This includes information about you, such as your name, address, e-mail address, phone number, and date of birth. It also includes information that is generated while you shop with

us or browse our website, including information on the start, end, and scope of your use of our website, or your order number.

Statistical data that we collect during your visit to our store or to our apps that cannot be traced back to you is not personal data. This includes general statistical information on the most popular pages on our site, or how many users visit which page, for example.

### **3. When Do We Collect, Process, or Use Your Data?**

We process your data in limited ways, for example, when we process your order or recommend products to you that match your interests. Our goal is to provide you with the best possible shopping and service experience. We handle your data responsibly and adhere to the principles of data privacy, such as avoiding the nonessential use of your data, being transparent about how we use your data, and securing the data that we do use.

#### **a. When Do We Collect Data About You?**

We limit data collection to only the data that is necessary to fulfill your orders and deliver your desired services.

We collect personal data at the following times:

- During your visit to and your order on our website
- When you create a customer account
- When you subscribe to a newsletter on our website
- When you send us service inquiries
- When you provide feedback on our products and send us contact data in the process
- When you use our e-book subscription app
- When we scan your badge at a conference
- When you apply for a job with us
- When you send us an author questionnaire with your publication proposal
- When you provide services for us

In most of our logs, your IP address is anonymized. We save your full IP address only for the purpose of understanding potential technical errors and hacker attacks, as well as for logging consent (for newsletter subscriptions, for example).

#### **b. What Do We Use Your Data For?**

We use your data for the following activities:

- Processing your order
- Providing content in our e-book subscription app
- Sending our newsletters, if we have your explicit consent to do so
- Sending product recommendations
- Ensuring youth protection (your date of birth)
- Our own marketing purposes
- Our own analyses and general statistics
- Optimizing our service offerings
- Providing access to functions in our web shop
- Responding to customer service requests
- Assessing your job application or manuscript

When our digital offerings provide the opportunity to submit personal data, it is up to you to decide if you would like to share your data with us. If a specific field is not required, it is marked as "optional". For information on the type, purpose, and scope of this optional data, please refer to the following sections about each processing activity. If a field is marked as "required", it means that we need the information to process your order or inquiry.

#### *Creating a Customer Account*

We process personal data such as your name, address, and payment method in order to create a customer account for you. We store and use your name, your e-mail address, and your billing address to grant you user rights for privileged access to your account and your library, and for using digital products. Storing your account data and credentials allows us to identify you as the legitimate user of a service or a product. All data we collect is available in the registration form. The data you enter during registration allows you to use our services and products. In addition, ordering as a registered user offers the benefit that you don't have to enter your data again at the time of your next order. You can also see and edit your data, and you can access your order status and history.

**Deleting your account and the data associated with it is possible at any time. An e-mail to [info@rheinwerk-publishing.com](mailto:info@rheinwerk-publishing.com) is sufficient. However, please be aware that requesting to delete your account means that you will no longer be able to use any services that require an active account.**

We will store data on your previous transactions as long as we are legally required to do so.

Legal basis for this data processing is Art. 6, No. 1, lit. b) GDPR, which means that you submit your personal data for the fulfillment of a contractual commitment. We save the data required to fulfill the contract for the period required by law, which is 10 years in our case. If we are audited, or if needed in a criminal investigation, your data will be processed again during this period. In addition, we process your data based on Art. 6, No. 1, lit. f) GDPR, which means that our interest to provide you with a comfortable user experience in our web shop is considered legitimate.

#### *Your Order and Your Customer Account*

We process personal data such as your name, address, and payment method in order to process your order and—if you didn't check out as a guest—to create a customer account for you. We store and use your e-mail address to confirm your order. We store and use your name, your e-mail address, and your billing address to grant you user rights for privileged access to your account and your library, and for using digital products. Storing your account data and credentials allows us to identify you as the legitimate user of a service or a product. All data we collect is available in the registration form. The data you enter during registration allows you to use our services and products. In addition, ordering as a registered user offers the benefit that you don't have to enter your data again at the time of your next order. You can also see and edit your data, and you can access your order status and history.

**Deleting your account and the data associated with it is possible at any time. An e-mail to [info@rheinwerk-publishing.com](mailto:info@rheinwerk-publishing.com) is sufficient. However, please be aware that requesting to delete your account means that you will no longer be able to use any services that require an active account.**

Legal basis for this data processing is Art. 6, No. 1, lit. b) GDPR, which means that you submit your personal data for the fulfillment of a contractual commitment. We save the data required to fulfill the contract for the period required by law, which is 10 years in our case. If we are audited, or if needed in a criminal investigation, your data will be processed again during this period.

#### *Your Order as Guest*

We collect, store, and use personal data such as your name, your address, and your payment method to process your order. We use your e-mail address to notify you that we received your order.

Legal basis for this data processing is Art. 6, No. 1, lit. b) GDPR, which means that you submit your personal data for the fulfillment of a contractual commitment created by your order in our web shop. We save your data for the period required by law, which is 10 years in our case. If we are audited, or if needed in a criminal investigation, your data will be processed again during this period.

#### *Age Verification*

In order to comply with legal requirements regarding data privacy, we also have to ask about your date of birth, regardless of whether you create an account or order as a guest. Please be aware that we can only process orders of customers who are at least 16 years old at the time of the order. We do not use your date of birth for any purposes other than age verification.

#### *Product Recommendations and Reminders*

If you order with a customer account or as a guest, we will regularly send e-mails with product recommendations and/or reminders. You will receive these e-mails regardless of whether or not you subscribed to a newsletter. This is how we notify you of products that could be of interest to you based on your latest purchases on our site, and also how we remind you of items left behind in your shopping cart.

**If you do not wish to receive any further product recommendations or marketing communications of any kind, you can object at any time without incurring any costs, aside from the cost to transmit your message. A simple e-mail to [info@rheinwerk-publishing.com](mailto:info@rheinwerk-publishing.com) is sufficient. You will also find an "Unsubscribe" link in every e-mail that contains product recommendations.**

Legal basis for this data processing is Art. 6, No. 1, lit. f) GDPR. Our interest to promote our products or select products from partners with advertising tailored to suit your needs is considered legitimate in the context of this provision. We only process your data until you object to processing, or—if you don't object—as long as we may legitimately assume that you are interested in product recommendations based on your purchase (typically 60 months).

#### *Our Newsletters*

Our newsletters, which you can subscribe to on our website, provide you with information on new releases and highlighted backlist titles, blog articles, and community news. Please be aware that you must be at least 16 years old to subscribe to our newsletters. To receive our newsletters, you need a valid e-mail address. Before we can start sending you newsletters, you have to expressly confirm your request via a so-called "double opt-in." You will receive an authorization e-mail, in which we will ask you to click a link to confirm that you wish to receive the newsletter.

When you subscribe to the newsletter, we store your IP address and the date of your subscription. This solely serves as evidence in case a third party abuses your e-mail address and subscribes to the newsletter without your knowledge. No other data is collected. Your data is exclusively used for sending the newsletter, and is never shared with third parties.

**Art. 6, No. 1, lit a) GDPR allows you to revoke your consent to storing your data and your e-mail address, as well as any data pertaining to your newsletter subscription, at any time and without incurring any costs other than the cost to transmit your message. A simple e-mail to [info@rheinwerk-publishing.com](mailto:info@rheinwerk-publishing.com) is sufficient. You will also find an "Unsubscribe" link in every e-mail that contains product recommendations.**

We process your data until you object to data processing (for example, by unsubscribing from the newsletter).

#### *Conference Badges*

At conferences, we may request to scan your conference badge to enter you into a contest, or to collect your address (e-mail and postal) to fulfill your conference purchase. The data that we collect during this process varies from conference to conference, depending on the conference organizer and its technology partners. It is identical with or a subset of the data that you entered during conference registration.

If you purchase from us at a conference, we will then use your data to send you the product recommendations described above (section "Product Recommendations and Reminders"). If you don't make a purchase but do enter the contest, we will enter your data in a pool to draw the winner, and we will send you one event follow-up e-mail.

**You can object to storing your data and your e-mail address at any time without incurring any costs other than the cost to transmit your message. A simple e-mail to [info@rheinwerk-publishing.com](mailto:info@rheinwerk-publishing.com) is sufficient. You will also find an "Unsubscribe" link in every e-mail that contains product recommendations.**

Legal basis for this data processing is Art. 6, No. 1, lit. a) GDPR, which means that you give us consent to process your data. You can revoke this consent at any time with an e-mail to [info@rheinwerk-publishing.com](mailto:info@rheinwerk-publishing.com). We process your data for one month, unless you object to data processing earlier, or order a product from us via the e-mail we send you.

#### *Additional E-Mails from Rheinwerk Publishing and Phone Support*

You will only receive additional e-mails from us if you specifically request them, for example, if you ask us to update you on your order status, or if you have any other questions regarding our products.

We make an exception from this policy if we may assume that you would want us to get in touch with you without doubt. An example would be if you purchased a product that we learned was defective, or in case of major changes to our terms and conditions or to this privacy policy.

If applicable, we also process your data if you call our customer service for the resolution of an issue or a complaint. You are free to choose to provide us with contact information, and to choose which information to provide. We will use your data exclusively

for the purposes that you specified, and we will delete your data if the service case is resolved.

Legal basis for this data processing (including on social media sites) is Art. 6, No. 1, lit. b) GDPR. Follow-ups with service messages is considered part of the contract that you enter into when submitting your order. We store your data for the legally required period (usually 10 years). If we are audited or if needed in a criminal investigation, your data will be processed again during this period. For customer service inquiries that do not relate to an order, and for notifications for which can assume your interest beyond doubt, the legal basis for processing is Art. 6, para. 1, lit. f). Our interest in ensuring customer satisfaction is considered legitimate. We will store e-mails from current business operations for the legal retention period of 6 years.

#### *Consent*

If you give consent to the processing of your data, your data will only be processed for purposes derived from the content of your consent.

We process your data based on Art. 6, para. 1, lit. a) GDPR. In cases where we use your data for a different purpose than that which it was collected for, we specifically notify you of this additional processing activity. For example, your e-mail address is collected for purposes of order fulfillment and is later used to send you product recommendations. Without your e-mail address, we cannot fulfill your order, but you can object at any time to the use of your e-mail address for other purposes.

You can revoke your consent at any time. Revoking consent does not, however, invalidate the legality of the data processing that occurred in the time between the consent and the objection.

We delete all data that we no longer need for the purposes of the consent, as well as data that is subject to your objection, unless a law requires us to keep the data. If this is case, we delete the data as soon as we are legally allowed to do so.

#### **c. What Do We Save in Server Log Files?**

We (or, more specifically, our website provider) collect data on the access to our website (so-called server log files). This data includes, but is not limited to, the name of the website, the file, the date and time of the access, the amount of data transmitted, the notification of successful access, the browser type (including the version number), the operating system, the referrer URL (the URL of the website through which you came to us), the pages accessed on our site, the IP address and your provider, the time of the server request, and the manufacturer and model in the case of access via mobile devices.

We use these log files for the general statistical analysis of the operation, security, and optimization of our offering. We reserve the right, however, to check the log files if we have sufficient reason to believe that our website was subject to illegal activity.

In order to find out what we need to improve on our site, we also collect and analyze the behavior of our website's visitors. This data is anonymized and does not allow any user identification. We collect this data on our servers.

We do not collect personal data in this context, and we don't combine this data with data from other sources. We delete the anonymized IP address shortly after your visit, or after a maximum of 3 months.

The legal basis for data processing is Art. 6, para. 1, lit. b) GDPR, which allows us to process data for the fulfillment or the initiation of a contract. Without certain personal data, we won't be able to answer your request or process your order.

#### **d. How Do We Use Cookies?**

Our website uses cookies. A cookie is a small file that is saved on your computer via the web browser when you visit a website. The cookie helps the website to identify visitors upon their return and to link their various activities. Cookies enable the website to "remember" that a user has already logged in or that a user added a product to their shopping cart during their last visit.

We use cookies to provide some basic web services, as well as to collect and analyze usage data. The cookies we use are protected against readouts from third parties by the security functions of your browser.

The first type of cookie that we use are so-called "session cookies". These cookies are deleted when you close your browser.

In addition, we use long-term cookies that are used to permanently store settings that you configure when you visit our website, for example, in your e-book library or in your shopping cart. These long-term cookies are stored for 18 months.

Legal basis for the use of cookies is Art. 6, para. 1, lits. b) and f) GDPR. Some cookies are needed for the technical operations of our website. In addition, our interest to provide an error-free and user-friendly website experience is considered legitimate.

In addition to our own cookies ("first-party cookies"), so-called "third-party cookies" are used in the context of services from external parties that are embedded in our website. See the following sections for more information.

If you don't agree with the use of cookies, you can prevent them from being stored on your device with the respective settings in your web browser. Please be aware, though, that we cannot guarantee the unrestricted functionality of our offerings without cookies. Also, you can specifically object to the use of certain cookies. Further information can be found below.

#### **e. What is Web Tracking with Google Analytics?**

Our website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses cookies (text files that are saved on your computer and that allow for analyzing how you use our website). We use the following three specific cookies:

- `_ga`: This cookie is used to distinguish your browser from others. It is saved for a maximum of 24 months.
- `_gid`: This cookie is used to distinguish your browser from others. It is saved for a maximum of 24 hours.
- `_gat`: This cookie is used to throttle the request rate of browsers with the above-mentioned cookies. It is saved for one minute.

All data collected with these cookies is exclusively used for statistical purposes. We need this data to determine the amount of traffic on our website and where it originates. In addition, it helps us to find out whether all parts of the website work as desired and how to improve it. We do not create user profiles, and we are not able to identify you as an individual. All usage and event data stored in Google Analytics is deleted after a maximum of 26 months.



The information about your website usage generated via the cookie is usually sent to and saved on a Google server in the United States. Prior to this, however, Google shortens and anonymizes your IP address. Only in rare cases is an IP address transmitted to a server in the U.S. and shortened there. Google will use this information to analyze your usage of our website on our behalf, to create reports on website activities, and to provide other services related to website and internet usage to the website operator. The data is not shared. Also, the data is not enriched with data from additional sources.

Legal basis for data processing with Google Analytics is Art. 6, para. 1, lit. f) GDPR. Our interest to analyze the behavior of our website's visitors to improve our offering can be considered legitimate under this clause.

You can prevent cookies from being saved on your computer by selecting the relevant setting in your browser; it is possible, however, that not all functions of our website will be available to you in this case. In addition, you can prevent Google's collection and processing of your website usage data by downloading and installing the following browser plugin: <http://tools.google.com/dlpage/gaoptout?hl=en>.

By clicking the following link you can set an opt-out cookie, which will prevent Google Analytics from collecting your data during future visits to our site: [Deactivate Google Analytics](#). Also, this website uses the »gat.\_anonymizeIp();« function, which ensures anonymization of your IP address when your data is collected.

#### **f. Why Do We Use Conversion Tracking with Google AdWords?**

To advertise our website, we use the Google Adwords tool. In this context, we utilize the analytics service "Conversion Tracking" by Google. In addition, we use Google Analytics to statistically analyze data from Google Adwords. If you entered our website via a Google ad, a cookie is saved on your computer. These so-called conversion cookies are valid for a maximum of 30 days and cannot be used to identify you as a person. If you visit our website again and the cookie has not yet expired, we and Google will know that you clicked one of our ads before and came back to our site.

The information collected by conversion cookies helps Google to create statistics on visits to our website. We learn about the total number of visitors that clicked on our ads, and which pages these visitors saw. We, or any other advertisers that use Google Adwords, do not receive any information that allows us to personally identify the visitors.

Legal basis for data processing with Google AdWords is Art. 6, para. 1, lit. f) GDPR. In the context of this clause, our interest to measure the effectiveness of advertising campaigns is considered legitimate.

You can prevent the conversion cookie from being saved on your computer in your browser settings, either via a setting that prevents all cookies from being saved, or by specifically blocking cookies from the domain [googleadservices.com](http://googleadservices.com).

Google's related privacy policy can be found here: <https://services.google.com/fh/files/misc/sitestats/en.html>

### **Using Our SAP PRESS App**

Accessing your subscription or your purchased e-books via the app requires login with your account credentials.



Your credentials are saved in the app if you activate the function “Auto Login.” You can delete your credentials from the app by deactivating “Auto Login” in the app settings before logging off, or by deleting the app.

When logging in, the app is mapped with your user account on the Rheinwerk website. This mapping allows us to provide you with the services that you want to access, such as displaying and downloading the publications you are entitled to read. These services also include your reading history, bookmarking and highlighting functionality, and reading lists.

For these services, data is processed in the app and in the website backend, for example, which pages and which books you have read and when, which text snippets you highlighted, which bookmarks you created, and which terms you searched for. All data can be deleted by deleting the app.

Legal basis for this data processing is Art. 6, No. 1, lit. b) GDPR, which means that you submit your personal data for the fulfillment of a contractual commitment. We save your data for the period required by law, which is 10 years in our case. If we are audited, or if needed in a criminal investigation, your data will be processed again during this period.

In order to improve our app and meet our customers’ expectations, we collect and analyze data on how the app is being used. This data includes device type, operating system (version), app version, location, and usage data. This data is anonymized and does not allow us to identify you as a person.

To analyze usage data, the app uses Google Analytics, an analytics service of Google. Google Analytics uses the Google Analytics API, which enables analyzing the usage of your app. The usage data that is generated via a tracking code is usually sent to and saved on a Google server in the United States. Prior to this, however, Google shortens and anonymizes your IP address. Only in rare cases is an IP address transmitted to a server in the U.S. and shortened there.

Google will use this usage data on our behalf to analyze usage of the app, to create aggregated reports on app activities, and to provide us with additional services regarding app and internet usage. Your IP address that is collected in the process is not combined with other Google data. All usage and event data stored in Google Analytics is deleted after a maximum of 26 months.

Legal basis for data processing with Google Analytics is Art. 6, para. 1, lit. f) GDPR. Our interest to analyze the behavior of our app’s users to improve our offering is considered legitimate under this clause.

You can deactivate future collection of your data via Google Analytics by clicking the “Analytics” switch in the “Settings” menu of the app.

## **Your Job Application**

Since you can send us job applications via links on this website, we will also briefly cover data privacy relating to the job application process.

All personal data, including the information in attached documents that you provide to us, is only collected, processed, and saved for the purposes of processing your application. Only employees who participate in the hiring process (line of business and HR departments) and—if applicable—system administrators for purposes of ensuring business

continuity, are given access to this data. Confidentiality agreements with our employees ensure that your data is treated confidentially.

Legal basis for this data processing is Art. 6, No. 1, lit. b) GDPR, which means that you submit your personal data for initiation of a contractual commitment.

In compliance with the Americans with Disabilities Act (ADA), we will delete your documents after one year. This term applies to each of your applications and renews with each new application.

All rights explained in Section 10 of this policy, such as the rights to erasure, objection, or correction, apply to you in the processing of your application.

## **Publication Proposals and Manuscripts**

If you send us proposals for publication or manuscripts via the contact information provided on this website, we will keep your personal data only as long as necessary to evaluate your documents.

Legal basis for this data processing is Art. 6, No. 1, lit. b) GDPR, which means that you submit your personal data for initiation of a contractual commitment.

## **4. Whom Do We Share Personal Data With?**

At Rheinwerk Publishing, your data is accessible only by those employees who need access in order to perform the processing purposes for which the data was collected.

We do not sell or lend personal data to third parties.

### **a. Service Providers, Processors and When They Receive Data from Us**

We only share your personal data if and when it is necessary to fulfill your order, to provide you with the service you requested, or to provide access to our technical infrastructure.

During order processing, for example, we transmit data to our fulfillment centers, National Fulfillment Services and Vereinigte Verlagsauslieferung (VVA); to Ingenico e-Commerce Solutions; the U.S. Postal Service and other courier services; and to PayPal, MasterCard, or VISA.

These service providers are carefully selected and contractually bound to handle your personal data confidentially and to not use it for their own purposes. If these service providers are considered processor pursuant to Art. 28 GDPR, the data processing performed by the processor is governed by a contract pursuant to Art. 28, No. 3 GDPR.

Because payment information is particularly sensitive, we do not route your credit card or PayPal information through our servers or store it on our servers. All credit card and PayPal information is processed on the servers of Ingenico e-Commerce Solutions, a service provider specializing in online payments

### **b. Do Other Entities Receive Your Data?**

We share your data with entities that are entitled to receive them only if we are required legally or via a court order to do so. It could be government agencies or legal institutions that require us to share personal data. Processing in these cases is legitimate pursuant to Art. 6, No. 1, lit. c) GDPR.

## 5. What Do We Do to Protect Your Data?

We protect your data with technical and organizational measures, in particular against loss, manipulation, and unauthorized access. We adjust our security measures regularly to comply with the current state of technology. Our employees are trained regularly in data privacy matters and have signed non-disclosure agreements to ensure that your data is handled confidentially.

In phone calls to our customer service, we will have to ask for a proof of your identity from time to time.

When storing your data, we use all due diligence and follow the latest security standards. To protect your data from unauthorized access while transmitting it over the internet, we encrypt the traffic between you and the website with SSL (secure socket layer). For this purpose, we use a 2048 bit key, the same length as financial service providers, for example.

We do have to acknowledge, however, that data transmission over the internet or WLAN is never 100% safe. We therefore cannot guarantee the security, protection, and integrity of the data that is transmitted between you and us, and we are not liable to you or to third parties for disclosure, loss, abuse, or manipulation of such data, if we did not act grossly negligent or willfully.

We urge you to take all necessary precautions and measures to work safely on the internet. Change your password frequently. Use a password that is least 10 characters long and that cannot be easily guessed. Use an SSL-enabled browser. If you use a computer that you share with others, log off when you're done and don't share your password.

## 6. Do We Process Your Data Outside the E.U.?

Yes. Rheinwerk Publishing is incorporated in the State of Delaware, U.S.A., and has its offices in the Commonwealth of Massachusetts, U.S.A. All order data and other personal data collected is thus transferred to the U.S. The system of record for book and e-book orders is maintained by the National Fulfillment Services in the Commonwealth of Pennsylvania, U.S.A.

Where data is transferred to service providers or processors mentioned in this privacy policy, we evaluated the level of data privacy this provider or processor maintains. Where applicable, the processing of your data is governed by a contract pursuant to Art. 28, No. 3 GDPR.

## 7. Does Our Website Include Third-Party Services?

It is possible that we embed third-party content in our online offering, for example, YouTube videos, Google maps, etc. Accessing this content always requires that the provider of this content receives your IP address. Without an IP address, the content cannot be sent to your browser. We aim to only embed content from providers who use IP addresses exclusively for content delivery. We have no influence, however, over whether or not the provider uses IP addresses for statistical purposes, and we cannot influence the design, content, or functionality of these third-party services. Whenever we learn new information about how these providers use your data, we will notify you. Please make sure, however, that you also consult the providers' policies.

## 8. Do We Make Automated Decisions, and Do We Do Profiling?

An example of automated decision-making would be credit checks. Profiling describes the process of automatic optimization of advertising based on personal data or content.

Neither in our web shop nor in any of our apps do we use automated decision-making or profiling.

## 9. How Long Do We Store Your Data, and When Do We Delete It?

For details on the retention period of personal data, please consult the section on the data processing in question.

In general, we store your data only for as long as is necessary to meet the respective purpose, as long as we are legally required to, or—in the case of data processing based on consent—as long as you do not withdraw consent. If you object to further processing of your data, we will delete it, except if the law requires or explicitly allows us further processing and storage.

We also delete your personal data if the law requires us to do so.

## 10. What Are Your Rights, and How Can You Exercise Them?

When your data is processed, you as a data subject have several rights.

### a. Right to Information

You are entitled to receive information on what personal data we store about you.

### b. Right to Rectification and Erasure (“Right to be Forgotten”)

You can require us to correct wrong data and—if the legal requirements are met—to delete your data.

### c. Right to Restriction of Processing

You can require us—if the legal requirements are met—to restrict processing of your data.

### d. Right to Data Portability

If you submitted personal data based on a contract or on consent you can require us—if the legal requirements are met—to provide you with the data in a structured, common, and machine-readable format, or to send the data to a third party.

### e. Objection to Processing for Direct Marketing

Based on the legal basis of “legitimate interest”, we process your personal data for the purpose of direct marketing. You can object to this kind of processing at any time.

### f. Objection to Processing Based on „Legitimate Interest“

**You have the right to object at any time, on grounds relating to your particular situation, to processing of your personal data that is based on our “legitimate interest” of marketing our products to our customers. If you object, we will stop processing your data unless we can demonstrate compelling legitimate grounds for the processing.**

**These grounds would have to override your interests, rights, and freedoms or provide for the establishment, exercise, or defense of legal claims.**

**g. Withdrawal of Consent**

If you gave us consent for processing your data, you can withdraw this consent at any time. The legality of the processing between the consent and the objection is not affected by this withdrawal.

**h. Right to File a Complaint with the Supervising Authority**

In addition, you have the right to file a complaint with the competent supervising authority if you believe that our processing your data violates current law. For this purpose, you can contact the data privacy authority that is in charge of your place of residence or country, or the authority that is in charge of us.

## **11. How to Contact Us**

If you have questions regarding the processing of your data, your rights as a data subject, or a specific consent given, you can contact us free of charge.

For exercising any of the rights listed in Section 10, please send an e-mail to: [dataprivacy@rheinwerk-publishing.com](mailto:dataprivacy@rheinwerk-publishing.com).

Please be aware that GDPR requires us to document incoming data privacy requests. This documentation serves as evidence for the supervising authority and during court-mandated audits, and is used to update requestors on the status of their request. The documentation is solely used for these purposes and will be deleted after a period of three years following the completion of the request.

You can also send us mail to the mailing address mentioned in Section 1. If you'd like to revoke a consent, you can simply use the contact channel that you used for giving consent. When contacting us, please make sure that we can easily identify you.

Rheinwerk Publishing's data privacy officer is:

Kelly O'Callaghan  
Rheinwerk Publishing, Inc.  
2 Heritage Drive, Suite 305  
Quincy, MA 02171  
U.S.A.

You can reach her directly at:  
[kellyo@rheinwerk-publishing.com](mailto:kellyo@rheinwerk-publishing.com)

Rheinwerk Publishing's representative in the E.U. pursuant to Art. 27 EU-GDPR is:

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[thorsten.muecke@rheinwerk-verlag.de](mailto:thorsten.muecke@rheinwerk-verlag.de)

## **12. Version and Updates**

The most recent version of this privacy policy is in effect. This policy was last updated on May 28, 2018.