

## Will my data be stored?

Our focus is customer satisfaction – i.e. your satisfaction. In order to carry out all orders the way you want us to we have to store certain data. In the first instance, this is information such as your address or data which is required for certain means of payment. Data needed for making an order (article, quantity, price etc.) are also allocated to your address data with respect to the relevant order.

In addition, we obtain certain information automatically from your web browser as soon as you call up [www.contentcard.com](http://www.contentcard.com). One of the functions we use – in common with many other websites – is “cookies” which allow us to show you, for example, recently viewed products as well as to continually improve our portfolio.

## Will my personal data protected?

We process personal data when processing orders and forward data to service providers if necessary for this purpose. For example, when doing a credit check we also request information regarding creditworthiness from the credit protection agency SCHUFA, 65201 Wiesbaden, Creditreform, 90022 Nürnberg and Dun & Breadstreet Deutschland GmbH, 64295 Darmstadt. SCHUFA saves the fact that a mail order account has been opened and passes on any updated information to us as and when applicable.

In addition to the above, we forward address and negative data to our partners. We use and transfer address data in list form for, e.g., marketing purposes for ourselves and our partner companies. It goes without saying that you are free to withdraw permission for your data to be forwarded for marketing purposes at any time. If this is the case, please contact the data protection officers at ContentCard Verlags GmbH, who will also be happy to help you if you require any further information or would like to be removed from our mailing lists.

## How are my personal data protected?

We store and use the data for conducting the agreed contractual relations and for continued customer care. The data may also be made available to other companies to allow them to send you special offers which may be of interest for you.

We use SSL, one of the most secure encryption methods available at present, in order to protect your data against unauthorised access.

## Do I have the right to withdraw my permission for my data to be used?

Under the German Data Protection Act you have the right to withdraw permission for your data to be used or forwarded for advertising purposes (block indicator). You also have the right to be provided with information and under certain conditions the right to have data which is stored in one of our files corrected, blocked or deleted.

## Is data protection guaranteed by law?

Under the German Data Protection Act (BDSG), data may be processed and used if allowed under the BDSG or another legal provision or if the person concerned has granted his or her consent. The BDSG allows data to be processed and used whenever this is done within the framework of a contractual relationship or a relationship of trust similar to a contract or insofar as it is necessary in order to safeguard the legitimate rights of the party storing the data or of a third party, e.g. a recipient, and there is no reason to suspect that the concerned party has a legitimate interest in preventing his or her data from being processed or used or that such legitimate reason overrides all other concerns.

## What if I still have questions regarding data protection?

If you require any further information or explanation please contact our data protection officer at ContentCard Verlags GmbH, Friederike Fliedner Weg 88, 40489 Düsseldorf or send an email to [datenschutz@contentcard.com](mailto:datenschutz@contentcard.com).