

JIMDO

PLATFORM

DATA PROTECTION POLICY

We know legal texts are often very complicated, so we've put together a **short summary** of our privacy policy for you.

Please note that the content listed here is just **a fraction of the information in our privacy policy**. It does not replace the privacy policy in any way and is not legally binding so please also read the complete privacy policy!

Please Read!

WHAT'S IT ALL ABOUT?

A privacy policy, or **data protection**, isn't actually about protecting data. It's about protecting people from the **arbitrary handling** of their data.

We'll explain **which** of your personal data we process, **why** we process it, and what your **rights** are. Incidentally, we can only process your data if you or the law allow us to do so.

This privacy policy relates to personal data that we process not just when you **visit our website or blog**, but also when you **contact us**, for example, when you:

- use our **Logo Creator** or other **add-ons** or **smart apps**
- use our **website builder** or **online store**
- **sign up**
- **etc.**

WHAT IS PERSONAL DATA?

Personal data is any data that relates to you and **identifies** you as a person, or makes you **identifiable**.

This includes your full name, your address, a photo of you, or similar information that easily **identifies** you, whereas, for example, your IP address, tax or account number can only be assigned to you by a certain body, such as the tax office (identifiable).



WANN UND ZU WELCHEM ZWECK VERARBEITEN WIR SIE U.A.?



When you **apply for a job**, to

- process your application

When you use our **online services**, to

- execute or perform the contract with you
- provide you with our services

When you use our **customer support**, to

- resolve your issue
- analyze the quality of our customer support
- co-browse with a Jimdo employee in the administrators' area, if necessary
- pass on your feedback to customer support, if necessary
- improve our customer support

With **Marketing**, to

- send you personalized newsletters
- recognize you on other websites
- track the success of our advertising
- show you targeted advertising for our products
- conduct surveys

With **debt collection** processes, to

- reduce our contract risks
- reduce contract risks from third parties

For **legal obligations** and the **protection of vital interests**, to

- participate in investigations and proceedings conducted by government authorities
- be able to fulfill requests or duties that we're required to do by law
- prevent, detect, and investigate activities that may affect vital interests

WHAT TYPES OF DATA DO WE PROCESS?



Among other types, we process the following types of data:

- **Analysis, data**
e.g. information about the effectiveness of adverts
- **Inquiries data**
e.g. title, name, telephone number, inquiry contents
- **Order data**
e.g. number, color, price, date, time, status
- **Terminal data**
e.g. IP address, browser, operating system
- **Event data**
e.g. sales, registration, cart, wishlist, searches
- **Communication data**
e.g. name, date of birth, telephone number, email address
- **Login/registration data**
e.g. session ID, password
- **Newsletter data**
e.g. email address, hits, retention time
- **Opt-in, data**
e.g. your consent or cookie selection
- **Payment data**
e.g. chosen payment method, bank details if/where necessary

But don't worry, not all data processing affects you! It's sometimes anonymized or requires extra consent from you.

DATA TRANSFER IN THIRD COUNTRIES



We make sure that your data is processed in the **EU or the European Economic Area**. However, because that's not always possible, we also transfer your data to so-called third countries.

In doing so, we check whether the level of data protection meets the EU requirements, whether the transfer is necessary, or whether you've consented to it.

HOW LONG DO WE SAVE YOUR DATA FOR?



We save your data for a variety of reasons (e.g. legal or technical) for **different lengths of time**.

However, we only store it **for as long as is necessary** for the respective purpose or for as long as we're **legally required** to do so.

After a maximum of **three months**, we delete data that's primarily used to create **logs**, including your IP address, information about your browser, your operating system, or the pages you've accessed unless a security-related incident happens that we need to eliminate and resolve.

If you delete your user account and we've completely processed it, we have to keep your data for an **appropriate period of time** due to tax and commercial law regulations before deleting it, unless it is permitted by law, or you've consented that we don't have to delete it.

WHAT ABOUT COOKIES?



Some of our websites can't function at all without cookies.

They are therefore divided into "**essential cookies**" and "**optional cookies**". As the name suggests, you can select which optional cookies you consent to, and which you don't.

WHAT ARE YOUR RIGHTS?



Right of access, Art. 15 GDPR

You may ask whether we're processing your data. If we are, we'll give you more information about which data we process and why.

Right to rectification, Art. 16 GDPR

You may ask us to rectify or amend your data.

Right to deletion, Art. 17 GDPR

We must also erase your data under certain circumstances, e.g. if you withdraw consent.

Right to restriction of processing, Art. 18 GDPR

We may also be required to restrict the processing of your data, e.g. if complete deletion is undue or not possible.

Right to data portability, Art. 20 GDPR

If necessary, you may request that we receive your data in a structured, conventional, and machine-readable format. We must also not prevent you from sharing this data with other people.

Right to object, Art. 21 GDPR

You may object to the certain processing of your data, e.g. for direct advertising.

Right to withdraw consent, Art. 7 Para. 3 GDPR

Consent is always voluntary, so you can withdraw it at any time without giving a reason.

Right to lodge a complaint with a supervisory authority, Art. 77 GDPR

You may complain to a supervisory authority if you believe we've processed your data in a way that violates the General Data Protection Regulation.