

Privacy Policy

I. General information on data processing

The controller responsible is:

WDR mediagroup GmbH
Ludwigstrasse 11
50667 Cologne, Germany
E-mail: info@wdr-mediagroup.com

WDR mediagroup GmbH (hereinafter referred to as "we" or "us") operates several websites such as www.wdr-mediagroup.com or www.meinersterradiospot.de.

In the following we would like to inform you in an understandable and compact way about the collection and processing of your data and about your rights in this regard.

II. Which data is used?

We process personal data which we receive from our customers or other affected parties within the scope of our business relationship. In addition, we process - to the extent necessary for the provision of our services - personal data that we permissibly obtain from publicly accessible sources (e.g. press, Internet) or that is transmitted to us by other companies of the WDR mediagroup GmbH or by other third parties.

III. For what purpose and on what legal basis will your data be processed?

We process personal data in accordance with the provisions of the EU General Data Protection Regulation (GDPR) and national data protection law (BDSG)

1. to fulfil contractual obligations (Art. 6 para. 1 lit. b GDPR)

Data will be processed for the fulfilment of contracts or during pre-contractual measures, which are carried out at your request.

2. on the basis of a legitimate interest (Art. 6 para. 1 lit. f GDPR)

If necessary, your data will be processed beyond the aforementioned purposes to protect legitimate interests.

- Improvement and further development of the offer,
- Advertising or market and opinion research as far as you have not contradicted to the use
- Assertion of legal claims and defence in legal disputes,
- Ensuring the IT security and functionality of the website,
- Measures for building and plant security (e.g. access controls),
- Measures to secure the domiciliary right,
- measures for business management and further development of services and products,

3. on the basis of your consent (Art. 6 para. 1 a DSGVO)

If you have given us consent to the processing of personal data for certain purposes (e.g. newsletter dispatch), this consent is the legal basis for the processing. A given consent can be revoked at any time. For this purpose, please contact us at the abovementioned address

This also applies to the revocation of declarations of consent given to us before GDPR came into force, i.e. before 25 May 2018. The revocation of a consent only takes effect for the future and does not affect the legality of the data processed until the revocation.

IV. Who receives your data?

For the processing of your data we partly use specialized service providers. They receive only the personal data they need for their specific activities. The service providers are carefully selected and regularly checked by us. They process personal data only by order and strictly in accordance with our instructions on the basis of corresponding contracts for order processing.

V. Will your data be processed outside the EU?

Some of your data will also be processed in countries outside the European Union ("EU") or the European Economic Area ("EEA"), where the general level of data protection may be lower than in Europe. In such cases, we ensure, for example through contractual agreements with the contractual partners, that an adequate level of data protection is guaranteed for your data, or we ask for your express consent.

VI. How long will your data be stored?

We process and store your personal data as long as this is necessary for the fulfilment of contractual and/or legal obligations.

If the data are no longer required for the fulfilment of contractual or legal obligations, they are regularly deleted, unless their further processing - for a limited period - is necessary for the following purposes:

- Fulfilment of commercial and tax retention obligations, which may arise, for example, from: Commercial law (HGB) and tax law (AO). The periods for storage and documentation specified there are usually two to ten years.
- Preservation of evidence within the framework of the statutory statute of limitations. According to §§ 195 ff. of the German Civil law (BGB), these limitation periods can be up to 30 years, whereby the regular limitation period is 3 years.

VII. Which rights do you have?

You have the right to request a copy of your personal data at any time to check the accuracy of the information held and/or to correct or update this information. You may also ask your personal information to be deleted completely if no enquiry from you is in progress.

Any person concerned shall also have the right of appeal to a supervisory authority if he considers that the processing of his personal data is in breach of applicable data protection law.

The supervisory authority responsible for us is the

WDR Rundfunkdatenschutzbeauftragte
Appellhofplatz 1
D- 50667 Cologne

VIII. How can you reach the data protection officer?

You can reach the data protection officer by post at the following address

WDR mediagroup GmbH
Data Protection Officer (DPO)
Ludwigstrasse 11
D- 50667 Cologne

or by Mail under:

datenschutz@wdr-mediagroup.com

IX. What data processing takes place on the website?

When visiting on of our websites, the following data processing takes place:

Information on the time, duration and scope of the pages used as well as information on the computer/mobile device used such as operating system, region, browser type are collected from each visitor to the website.

The collection is pseudonymised and is used to generate anonymous information about the way the website is used and to improve the usability and the content. The processing is based on § 15 TMG and includes the transmission of pseudonymised data to non-EU countries (USA).

This website uses a cookie that is stored on your computer/mobile device. The WordPress plug-in "wpfilebase" sets a cookie with the value "1".

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 our website.

Google Analytics:

The website uses Google Analytics, a web analysis service of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google").

Google analyses the use of this website on our behalf. We use cookies for this purpose. The information collected by Google about the use of this website (e.g. the referring URL, pages visited, web browser used, language setting, operating system used or screen resolution) is transferred to a Google server in the USA, stored and analysed there. The results made available to us in anonymous form.

Your usage data will not be linked to your full IP address. We have activated the IP anonymisation function offered by Google on this website so that the last octet (type IPv4) or the last 80 bits (type IPv6) of your IP address are deleted. Google is also certified in the EU-US Privacy Shield, so Google has established an appropriate level of privacy protection for data transferred in the United States.

You can opt-out of web analytics at any time by either downloading and installing the available Google browser plug-in or by clicking here. Both options prevent web analytics only as long as you

use a browser on which you have installed the plugin or as long as you do not delete the opt-out cookie. So please remember that you must reset the opt-out cookie every time after you have selected "delete all cookies" in your browser settings.

Further information about Google Analytics can be found in the Google Analytics Terms of Use, the Google Analytics Security and Privacy Policy and the Google Privacy Policy.

Contact Form

When using the contact form, the user's details are processed for processing the contact enquiry and its response in accordance with Art. 6 Para. 1 lit. b) GDOR. The data of the users can be stored in a customer relationship management system ("CRM system") or comparable systems.

Requests will be deleted if they are no longer necessary. We check the necessity every two years; furthermore, the statutory archiving obligations apply.

If you have any further questions about data protection in the WDRmg, please do not hesitate to contact our DPO.

Last updated: May 25, 2018